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ABSTRACT

The purpose of this learning activity package, which is one of a series, is to acquaint secondary level students with options and money saving buying habits when shopping for food. The package includes instructions for the teacher, suggestions for activities, lists of resource materials, film guides, student activity worksheets, a student resource booklet of readings, and answer keys. Content taught includes careful planning, how to combine economy with nutrition, comparison shopping techniques, contrasting junk and convenience foods, marketing techniques, and how to store foods carefully. Students are involved in many different kinds of activities. For example, students view and discuss filmstrips. They poll their parents and at least two neighbors to ascertain what food stores they frequent and why. The nutritional value of the foods eaten outside the home are compared and discussed. Examples of food advertising are analyzed. Utilizing local newspapers, students discuss food advertising and comparison shopping. Students study food packaging and labeling, and standards and grades. Other activities involve students in taking field trips to the local supermarket and/or butcher shop, listening to nurses, consumer activists and othe guest speakers, and role playing examples of poor food shopping behavior. (Author/RM)

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HEALTH
AND
THE CONSUMER

SO 013 475

FOOD SHOPPING: "Food For Your Brood"

Skills for Consumers Applied Today

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Teacher PAL Tips

Welcome, teachers, to this $CAT Consumer Education Teacher PAL*. We hope you will find this a useful resource while you are teaching this subject. Features of this PAL include:

A CONTENT OUTLINE of the Student PAL subject matter to aid you in class discussions.

STUDENT OBJECTIVES which state in behavioral terms the objectives of the Student PAL.

SUGGESTED ACTIVITIES which you may wish to use as enrichment activities. These include:

INTRODUCTORY ACTIVITIES which give suggestions for introducing the topic.

DEVELOPMENTAL ACTIVITIES which give ideas for developing the major concepts in the Student PAL. These suggestions are keyed to each section of the Student PAL and include appropriate resources.

REVIEW ACTIVITIES which give suggestions to guide the culmination of the study.

RESOURCE suggestions which are of three types and coded as follows:

* Materials developed by $CAT and included in this Teacher PAL.

+ Commercially developed materials, available at a cost.

= Commercially developed materials, available free or on a free-loan basis.

ADDRESSES of the producers of all suggested resources as well as others which you may wish to contact for additional ideas and/or materials.

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* Packaged Activities for Learning

A SPECIALIZED VOCABULARY which is an alphabetized listing of all the "Passwords" listed in the Student PAL.

FILM DESCRIPTIONS for each film suggested as a resource.

INSTRUCTIONAL AIDS which include Xerox masters for the Test, the Test Answer Sheet, Student Activity Sheets, Film Guides, and Transparencies which you may wish to use in your study.

ANSWER KEYS for the Test, $CAT-developed Activity Sheets, and all pages from the Student PAL requiring student responses.

A STUDENT PAL for your reference.

In addition, some pages in the Student PALs are designed specifically to encourage class discussions, and teacher-led discussions may be necessary to insure student comprehension of the concepts presented. Such pages in the Student PAL for this topic include:

Page 4: Factors affecting food prices
Pages 14-15: Importance of planning shopping trips
Pages 20-28: Determining the true cost of protein foods
Pages 46-49: Information listed on food labels
Pages 58-60: Food standards and grades
Page 62: Distinguishing between statements giving facts and opinions
Pages 67-72: PRO's and CON's of junk and convenience foods
Pages 77-81: Understanding marketing techniques

These features are suggestions only. You, the instructor, know your class best and should feel free to choose those activities and resources most appropriate for your students.

Table of C

PURPOSE 1

CONTENT OUTLINE 2

STUDENT OBJECTIVES 7

ACTIVITY CHARTS

INTRODUCTORY ACTIVITIES 9

DEVELOPMENTAL ACTIVITIES 12

REVIEW ACTIVITIES 20

GENERAL RESOURCES -- ADDRESSES . . . 23

SPECIALIZED VOCABULARY 25

FILM DESCRIPTIONS 30

Contents

INSTRUCTIONAL AIDS . . . . BLUE

    TEST

    TEST ANSWER SHEET

    STUDENT ACTIVITY SHEETS

    FILM GUIDES

    TRANSPARENCY MASTERS

ANSWER KEYS . . . . YELLOW

    TEST

    STUDENT ACTIVITY SHEETS

    STUDENT PAL

STUDENT PAL . . . . GREEN

Food Shopping

The modern consumer will spend approximately $100,000 on food in a lifetime. Careful planning, a knowledge of food store practices, and an understanding of successful methods of comparison shopping techniques can assist individuals and/or families in getting the most for their food dollar. Careful shopping can save 15% of the food budget--a lifetime savings of $15,000.

The purpose of this PAL is to acquaint students with the options available and to familiarize them with a number of proven money-saving buying habits which may be utilized when shopping for food.

Content

I. Plan ahead

  A. Plan meals
    1. Make a shopping list
      a. Complete--very specific
      b. Partial--more general
    2. Allow time to compare
    3. Avoid impulse purchases

  B. Compare prices for non-food items
    1. About one-fifth of grocery bill
    2. Available in many types of stores

  C. Know when to shop
    1. Don't shop when tired or hungry
    2. Shop on certain days (specials)
    3. Shop when stores aren't crowded
    4. Make shopping your last stop

II. Combine economy with nutrition

  A. Save money on protein foods
    1. Realize importance of protein
      a. Primarily responsible for tissue building and repair
      b. Contains basic nutrients called amino acids
        (1) Most manufactured by body from other foods
        (2) Eight essential ones body cannot produce--must obtain from diet

2

Outline

- c. Differing quality of protein
  - (1) High quality protein
    - (a) Contains all essential amino acids
    - (b) Found in foods of animal origin
  - (2) Low quality protein
    - (a) Lacks one or more essential amino acids
    - (b) Found in foods of plant origin

2. Economize while meeting protein needs
   - a. Reduce protein intake
     - (1) Need about $^1/_3$ g. protein per pound of weight
     - (2) Most Americans consume too much
   - b. Combine certain low quality protein foods
     - (1) Supply a high quality protein
     - (2) Cheaper cost than many high quality protein foods
   - c. Improve a low quality protein food
     - (1) Macaroni and cheese
     - (2) Peanut butter sandwich and milk
   - d. Compare costs of foods containing equal amounts of protein
   - e. Get the most for your meat protein dollar
     - (1) Compare costs per serving
     - (2) Understand meat labels

(3) Understand proper cooking methods
(4) Consider freezer beef buying
  (a) Calculate "true" cost per pound
  (b) Consider PROs/CONs for your family

B. Save money on vegetables and fruits
  1. Compare cost of fresh vs. processed
  2. Buy "in season"

C. Consider supermarket specials
  1. Know FTC rules
  2. Examine ads carefully
    a. May be limitations
    b. May require store coupons
  3. Evaluate savings of multiple-priced items
  4. Be certain you need the product before buying

III. Use comparison shopping tools

A. Unit pricing
  1. May be posted with product
  2. Determined by dividing price by amount
  3. Some limitations
    a. Not refigured for sale items
    b. Not shown for all types of foods

B. Open dating
    1. Indication of product freshness
        a. Pack date
            (1) Date of packing
            (2) Used for baked/canned goods
            (3) Useful if know product's shelf life
        b. Pull date
            (1) Last date product can be sold as fresh
            (2) Used for milk, dairy products, and meats
            (3) Allows for reasonable storage after that date
        c. Quality assurance date
            (1) "Use before" date
            (2) Safe after that date, but not top quality
        d. Expiration date
            (1) Last date product should be used
            (2) Difficult to determine
    2. "Code" dates--not easily understood by consumers

C. Labels
    1. Some information required on all food labels
        a. Descriptive name of product
        b. Net contents or weight
        c. Identification of processor/distributor
        d. Ingredients
            (1) Descending order by weight
            (2) Not required on standardized foods

2. Some foods require special labeling
    - a. "Low calorie"--contain no more than 40 calories per serving
    - b. "Reduced calorie"--⅓ lower in calories than foods replacing
    - c. Nutrition labeling--if added nutrients or makes nutritional claim
        - (1) Serving size/number of servings
        - (2) Grams of protein, carbohydrate, and fat
        - (3) U.S. RDA's for nutrients
3. Most products marked with Universal Product Code
    - a. Series of vertical bars
    - b. Product identification/price read by computer/cash register

D. Brands
1. Store brands
    - a. Sold under supermarket's names
    - b. Usually cheaper than name brands
    - c. May be similar quality as name brands
2. Name brands
    - a. Nationally known
    - b. Cost includes advertising expenses
    - c. Assured quality
3. Generic brands
    - a. No-name/plain wrap products
    - b. Lowest quality
    - c. Cheapest price

E. Store selection
   1. Supermarkets
      a. Large selection
      b. Diversified--sell variety of products
   2. Cooperatives
      a. Formed by consumers
      b. Generally low prices
      c. Limited variety/services
   3. Discount supermarkets
      a. Limited selection/services
      b. May not sell perishable products
   4. Convenience stores
      a. Limited selection of high demand items
      b. Convenient locations/hours
      c. Generally high prices
   5. Specialty stores
      a. Limited offering of products
      b. May provide special services
   6. Neighborhood stores
      a. "Mom/Pop" operations
      b. May have high prices

F. Food standards
   1. Mandatory standards set by FDA
      a. Standards of Identity
         (1) Specify ingredients a food must contain
         (2) Standardized foods not required to list most ingredients
         (3) "Imitation" if doesn't meet standard, unless nutritionally equivalent

        - b. Standards of Quality--minimum requirements for canned fruits and vegetables
        - c. Standards of Fill
    - 2. Mandatory standards set by USDA
        - a. Minimum content requirements
        - b. Meat and poultry products
    - 3. Voluntary food grades by USDA
        - a. Measures of quality, not safety
        - b. Prices reflect food grades

IV. Contrast junk and convenience foods

- A. Junk foods
    - 1. Little nutritional value
    - 2. High in calories
    - 3. May be relationship between high intake and some health problems
    - 4. Costly

- B. Convenience foods
    - 1. Quickly and easily prepared
    - 2. Require few utensils in preparing or serving
    - 3. Considerations before purchasing
        - a. PROs
            - (1) Make cooking easier and less time-consuming
            - (2) Sometimes cheaper than "scratch"
            - (3) Long shelf-life
            - (4) Include canned goods and many frozen foods

- b. CONs
  - (1) Contain many additives
  - (2) Usually more expensive
  - (3) Extra packaging adds to pollution problems
  - (4) May not be as "good" or as nutritional as home-prepared foods

V. Be wise to marketing techniques

- A. Promotions attract customers
  - 1. Special offering of merchandise
  - 2. Trading stamps
  - 3. Games

- B. Marketing techniques encourage impulse buying
  - 1. Mass displays
  - 2. Item placement
  - 3. Store layout
  - 4. Tie-in sales
  - 5. Aroma
  - 6. Bright signs

- C. Manufacturers' coupons may (not) represent real value
  - 1. Evaluate need for product
  - 2. Determine if saving money
  - 3. Check expiration date

D. Advertised bargains must follow FTC rules
  1. "Free" must be really free
  2. Terms and conditions clearly stated
  3. Some offers limited to six months
     a. "Cents-off"
     b. "Introductory Offer"
  4. "Cents-off" must be reduced price
  5. No misleading terms

VI. Store food carefully

A. Know storage limits for maximum quality

B. Check labels for special instructions

C. Use perishable products

D. Rotate purchases--first in, first out

Student

1. Given several statements about a shopping list, the student will identify the situation most suited for good shopping.

2. Given several alternatives, including "30 Minutes," the student will select "30 Minutes" as the time the average shopper needs for food shopping in order to save money.

3. Given several descriptive phrases, the student will identify the definition of impulse buying.

4. Given several descriptive phrases, the student will identify the best time to go shopping.

5. Given a list of protein sources, the student will identify the least expensive source of protein.

6. Given a list of protein sources, the student will identify the most expensive source of protein.

Objectives

7. Given a list of percentages, including 30%, the student will select 30% as the portion of a side of beef that is usable bone and fat.

8. Given several alternatives, including "hindquarter," the student will select "hindquarter" as that part of the beef which has the more tender meat.

9. Given several alternatives, including "fruits and vegetables," the student will identify "fruits and vegetables" as foods to which buying foods in season mainly applies.

10. From among several alternatives, the student will identify the definition of multiple pricing.

11. Given a situation, the student will identify the situation as an example of unit pricing.

12. Given several alternatives, including "pull dates," the student will identify "pull date" as the last date on which an item may be sold as fresh.

13. When asked, the student will select the alternative that the house brand would probably be a better buy than a national brand of a food product.

14. From a list of alternatives, the student will identify information that is required on a nutrition label.

15. Given several descriptive phrases, the student will select the description of the Universal Product Code.

16. Given several alternatives, including "Food Standards," the student will select "Food Standards" as labels which are set by USDA and FDA and must be followed by law.

17. The student will select from among several alternatives a characteristic of most convenience foods.

18. Given a description of a situation, the student will identify the situation as an example of mass displays.

19. Given a description of a situation, the student will identify the situation as an example of store layouts.

20. The student will identify the amount of money that is usually spent in order to fill a trading stamp book that could be redeemed for $3-4 in merchandise.

21. From among several alternatives, the student will identify one of the responsibilities of the FDA.

Introductory Activities

Generalizations	Activities	Resources
Students need to be made aware of the necessity for, and the techniques involved in, wise food shopping.	1. Administer *Food For Your Brood* test as a Pre-test.	* Test Teacher PAL
	2. Display an array of supermarket newspaper ads. Ask students if they, or their parents, have ever felt unsure that they were getting the "best value for their money"?	* Transparency Master #1 Teacher PAL + Newspaper Ads
	3. Utilize an audio-visual approach to introduce students to wise food shopping concepts.	+ Brand Names and Labeling Games (16 mm film) Benchmark + Buying in a Supermarket (Film Guide #1) (16 mm film) Association Instructional Materials + Buying the Basics: Food and Clothing (color/sound filmstrip) Current Affairs Films + The Comparison Shopping Puzzle (16 mm film) Journal Films, Inc. + The Consumer and the Supermarket (Film Guide #2) (16 mm film) Barr Films

Generalizations	Activities
	4. Discuss factors that could affe

s

Resources

+ Food Follics
  (16 mm film)
  Films Incorporated

+ Label Literacy: How to Read Food Packaging
  (color/sound filmstrips)
  Sunburst Communications

+ Magical Disappearing Money
  (Film Guide #3)
  (16 mm film)
  Film Fair Communications

+ Read the Label, Set a Better Table
  (Film Guide #4)
  (16 mm film)
  National Audiovisual Center (GSA)

+ The Supermarket
  (16 mm film)
  Sperry and Hutchinson Company

+ Supermarket Strategy
  (video tape & booklet)
  Consumer Survival Kit
  Maryland Center for Public Broadcasting

ct the final price of a food.

* Transparency Master #2
  Teacher PAL

Generalizations	Activities	Resources
	5. Discuss possible ways to save money when shopping for food.	* Student PAL, pp. 3-8 * Transparency Master #3 Teacher PAL
	6. Discuss with the class how lack of consumer supermarket etiquette costs all consumers money -- habits such as squeezing produce so as to bruise it, leaving perishable items on store shelves far from where they were first picked up, damaging or taking shopping carts, etc., could be mentioned. Have students think of many more examples.	
	7. Ask students to poll their parents and at least two neighbors to ascertain what food stores they frequent and why. Report findings to the class.	
	8. Collect pictures, articles, and/or other illustrations to use as a basis for group discussions or individual projects on "The Politics of Food."	+ "The Politics of Food" Documentary Photo Aids
	9. Compare and discuss the nutritional value of the foods eaten outside the home.	
	10. Assign a student to research and report on the average amount of money spent on food and what percentage this represents of the total family budget.	

Developmental Activities

Activities	Resources
1. Utilize **PLAN AHEAD.**	* Student PAL, pp. 10-16
2. Discuss what part of the consumer's food dollar is spent for non-food purchases.	* Transparency Master #4 Teacher PAL
3. Suggest that students compete in listing non-food items that are commonly for sale in a food store. Discuss other kinds of stores where these non-food items might be purchased more cheaply.	
4. Ask students to bring in supermarket checkout tapes for a class exercise in which each student circles all non-food purchases and then computes the percentage of the total which are non-food items.	
5. Have students interview parents and neighbors to ascertain how many use a shopping list when food shopping. (Perhaps during a field trip to a supermarket, students can conduct an informal survey of shoppers and tabulate their results.)	
6. Ask students to obtain some examples of shopping lists for classroom examination and analysis.	
7. Discuss the fact that when one shops makes a difference in the amount of money spent.	
8. Ask students to poll their parents and neighbors to determine what day of the week and time of the day they go food shopping.	
9. Suggest that students poll supermarket managers to determine peak shopping hours in their areas. (Students who work as clerks or baggers in local supermarkets might be good resources for this information.)	
10. Do the results of activities 8 and 9 coincide? If not, discuss possible reasons.	

Activities	Resources
11. Shoppers often are the cause of food's spoiling too quickly. Discuss food shopping habits which facilitate food spoilage, e.g., dairy items arranged so as to be the first food picked up in a store, and the fact that the shopper does not always go directly home from the grocery store.	
1. Utilize ***COMBINE ECONOMY WITH NUTRITION.***	* Student PAL, pp. 17-36
2. Utilize government publications in planning lessons on economical food buying.	= "How to Buy Food Lesson Aids for Teachers" Agricultural Handbook #443 = "Nutritive Value of Foods" Home and Garden Bulletin #72 = "Your Money's Worth in Foods" Home and Garden Bulletin #183 (pamphlets) USDA = "Sold Out" Buyer's Guide #11 (pamphlet) Federal Trade Commission
3. Poll the class to determine how many students think of food in terms of taste appeal rather than nutritional value. Debate or discuss what should come first when purchasing food -- taste or nutrition.	
4. Discuss the commonly-held belief that most food that tastes good is probably bad for you (desserts, soda pop, etc.).	
5. Ascertain student knowledge of protein by soliciting examples of protein-rich foods.	

Activities	Resources
6. Analyze examples of food advertising to determine the types of appeals used to get the consumer to buy food. How prevalent is an appeal to nutrition? Duplicate advertisements to determine validity -- such as chicken left soaking in a specific cooking oil does not get "greasy." (Companies will give you instructions on how to duplicate tests.)	
7. Point out that many famous or popular recipes from foreign countries are centered around cheaper and less tender cuts of meat. Have students investigate, utilizing cookbooks.	
8. Invite a chef from a nearby restaurant to demonstrate how a cheaper cut of meat can be utilized to make an appetizing dish. (Investigate the possibility of utilizing the facilities of a home economics laboratory.)	Local chef
9. Use the food ad section of a local newspaper to list the kinds of meats which are the advertised specials.	
10. Utilize supermarket checkout tapes for a class exercise in which each student circles all meat purchases and then computes the percentage of the total spent for meat.	
11. Explain the uniform meat labeling system.	* Transparency Master #5 Teacher PAL
12. Prepare a Meat Cut Identification Chart on which students match meat labels taken from meat packages with a picture of a side of beef.	
13. Discuss seasonal and advertised specials as a means of saving food money.	
14. Discuss the "loss leader" technique--selling an item at little or no profit as an advertised special to get customers into the store where their purchases usually more than offset the store's loss on the "loss leader."	
15. Utilizing local newspapers, discuss food advertising and comparison shopping before leaving home. Discuss both the values and the inadequacies of food advertising, i.e., can food ads supply enough information about sizes, grades, etc., to make complete comparisons?	

Activities

1. Utilize **USE COMPARISON SHOPPING.**

2. Utilize consumer, industry, and government publications comparison shopping.

	Resources
	* Student PAL, pp. 37-64
in discussions on tools of	= "A Consumer's Guide to Food Labels" FDA Consumer Reprint #77-2083 = "Food Standards" FDA Consumer Memo #76-2024 = "Read the Label, Set a Better Table" = "Understanding Nutrition Labels" Publication #77-2082 = "We Want You to Know About Nutrition Labels on Food" Publication #74-2039 = "What Some Food Labels Don't Tell" FDA Consumer Reprint #73-2031 (pamphlets) Food and Drug Administration
	= "A Few Facts about Nutrition Labeling" (pamphlet) Kellogg Co., Consumer Dept.
	= "Inside Information about the Outside of the Package" (pamphlet) Pillsbury Co., Nutrition Dept.
	= "How to Use USDA Grades in Buying Foods" = "Standards for Meat and Poultry Products--A Consumer Reference List" (pamphlets) USDA

Activities	Resources
3. Introduce the concepts of unit pricing, open dating, labels, store brands, store selection, and food standards.	* Transparency Master #6 Teacher PAL
4. Locate examples of food packaging which frustrate most attempts at price comparisons; i.e., packaging in odd sizes (5 3/8 ounces for example); packages with similar content weights but different numbers of servings, etc.	
5. Display unit price tags collected from local supermarkets.	
6. Bring in different package sizes of the same product and compute the best buy in terms of cost. Devise student activity sheets for additional practice in computing and/or using unit prices.	* Student Activity Sheets #1, 2 Teacher PAL
7. Ask each student to bring in one canned or packaged food product.	
8. Analyze the effect of package labels on consumer choice: Remove the labels from cans and cover boxes (such as cereal) so that labels are unreadable. Display these unlabeled goods with comparable goods with labels intact. Ask students to choose products if prices were identical; if prices of unlabeled goods were less than those with labels.	* Transparency Master #7 Teacher PAL
9. Discuss how labels enable consumers to choose the product which best serves their needs. Use several cans of tomatoes in a variety of forms and ask students to explain how each may be used in a different recipe.	+ *Food Labeling: Understanding What You Eat* (16 mm film - Film Guide #5) Journal Films, Inc.
10. Introduce the types of information appearing on nutritional labels.	* Transparency Master #8 Teacher PAL * Student Activity Sheet #3 Teacher PAL
11. Invite a representative from the Food and Drug Administration to discuss the reasons for nutritional labeling.	

Activities	Resources
12. Ask each student to bring a box of his favorite breakfast cereal. Compare nutritional values using the nutritional labeling panels on various packages.	
13. Have students perform experiments with canned products to show how drained weight may differ from brand to brand although the net weights may be the same.	
14. Display food labels which use the Universal Product Code.	
15. Illustrate the confusing variety of standards and grades.	* Student Activity Sheet #4 Teacher PAL
16. Invite a supermarket manager to speak on the advantages and disadvantages of buying store brands, name brands, and generic products.	Local supermarket manager
17. Discuss advantages and disadvantages of various types of grocery stores.	
18. Invite a representative of a food co-op to discuss advantages and disadvantages of a food co-op store.	Food co-op representative
19. Devise games, puzzles, or student activity sheets to review tools of comparison shopping.	* Student Activity Sheet #5 Teacher PAL
1. Utilize ***CONTRAST JUNK AND CONVENIENCE FOODS.***	* Student PAL, pp. 65-74
2. Discuss "junk foods." Ask students to name foods which they would consider "junk."	+ Nutrition Scoreboard (book and/or poster) Center for Science in the Public Interest
3. Explain the advantages and disadvantages of convenience foods.	* Transparency Master #9 Teacher PAL

Activities	Resources
4. Distribute a copy of a 3-meal menu consisting almost entirely of convenience foods. Ask students to imagine preparing the same day's menu in a colonial or other historical setting, where everything would have to be prepared from "scratch." Ask students to list all the tasks necessary and the approximate time required to prepare such meals.	
1. Utilize ***ARE WISE TO MARKETING TECHNIQUES.***	* Student PAL, pp. 75-82
2. Invite a supermarket manager to discuss successful marketing gimmicks and promotional techniques used by food stores. Solicit student suggestions for increasing sales in food stores.	Local supermarket manager * Transparency #10 Teacher PAL * Student Activity Sheet #6 Teacher PAL
3. Invite an advertising agency representative to discuss techniques used in successful and effective food advertising.	Advertising agency representative
4. Video-tape 30 minutes of television food commercials for classroom analysis of types of food products, appeals used, nutritional value of advertised products, etc.	
5. Discuss why individual-sized food packaging of breakfast cereals, hot chocolate, soups, etc., is a poor buy, price-wise.	
6. Discuss the advantages and disadvantages of using cents-off coupons.	
7. Collect cents-off coupons. Ask students to sort the coupons into two groups: nutritious and non-nutritious foods. Compare the number of coupons falling in each group.	
8. Discuss the legal definition of free and how it applies to cents-off coupons.	

Activities

9. Discuss reasons for food manufacturers' offering discount
their products. Ask: "Are manufacturers really giving y
expect to make up the loss in increased sales?"

1. Utilize ***STORE FOOD CAREFULLY.***

2. Ask students to check their home food storage facilities
being used while of maximum quality.

Resources

s through coupons for
ou something, or do they

* Student PAL, pp. 83-86

to see if the food is

Review Activities

Generalizations	Activities	Resources
Wise food shopping involves the application of a wise variety of skills and techniques which need periodic review.	1. Borrow a supermarket shopping cart and fill it with all kinds of supermarket items. Have students analyze the items in the basket in terms of wise food purchasing. Note non-food items, junk foods, expensive convenience foods, high cost protein foods, etc.	
	2. Utilize an audio-visual approach to review wise food-shopping concepts.	+ Nutrition: Foods, Fads, Frauds & Facts (Part I) (color/sound filmstrip) Guidance Associates + Consumer Education, Part I, Food (color/sound filmstrip) AIMS Instructional Media Services, Inc. + Let's Go Shopping, Part II, Teaching Situation 3 "The Supermarket Maze" (color/sound filmstrip) Changing Times Education Service + How to Buy Food (color/sound filmstrip) Consumer Education SFS Series McGraw-Hill Films

Generalizations	Activities	Resources
	3. Ask students to role-play examples of poor food shopping behavior.	
	4. Organize a class field trip to a local supermarket. Prepare student study sheets based on the skills and concepts presented in Food For Your Brood for use during the field trip.	
	5. Visit a supermarket that has a UPC system in operation: Suggest that students interview shoppers for their reactions to UPC. Ask students to observe how customers compare shelf items if the prices are not marked on the food packages.	
	6. Visit a local slaughterhouse or large butcher shop where students can observe how a side of beef is actually whittled down to its different cuts.	
	7. Devise learning centers or student activity sheets for students to apply good consumer knowledge for buying food.	* Student Activity Sheet Sheet #7 Teacher PAL
	8. Invite a nurse employed in a clinic for low-income families to discuss health complaints that are related to poor nutrition.	Local health clinic nurse
	9. Invite a local prominent consumer activist to speak on consumer rights and responsibilities in the food marketplace.	Local consumer activist
	10. Ask students to express their concerns with food shopping problems for the future and to determine goals and actions to overcome the problems.	* "Personal Commitment" Student PAL, p. 87
	11. Ask students to determine the responsibilities of shoppers, supermarkets, processors, and the government in the area of food shopping.	* "Self-Evaluation" Student PAL, p. 88

Generalizations	Activit
	12. Review the terms used in the
	13. Review the student objectives
	14. Administer *Food For Your Broo*

ies	Resources
study of food shopping.	* Student Activity Sheet #8 Teacher PAL
	* Specialized Vocabulary Teacher PAL
for this module.	* Student Activity Sheet #9 Teacher PAL
d test as a Post-test.	* Test Teacher PAL

General Resources – Addresses

AIMS Instructional Media
Services, Inc.
626 Justin Ave.
Glendale, CA 91201

Association Instructional
Materials
666 Third Ave.
New York, NY 10022

Barr Films
P.O. Box 5667
Pasadena, CA 91107

Benchmark Films, Inc.
145 Scarborough Rd.
Briarcliff Manor, NY 10510

Better Shopper
Box 191, Department BA
Ithaca, NY 14850

Center for Science in the
Public Interest
1755 S St., N.W.
Washington, D.C. 20009

Cereal Institute, Inc.
135 South LaSalle St.
Chicago, IL 60603

Changing Times Education
Service
1729 H St., N.W.
Washington, D.C. 20006

Consumer Service Department
Kellogg Company
Battle Creek, MI 49016

Current Affairs Films
24 Danbury Rd.
Wilton, CT 06897

Department of Nutrition
9000-PR Pillsbury Bldg.
608 Second Ave., S.
Minneapolis, MN 55402

Documentary Photo Aids
P.O. Box 956
Mt. Dora, FL 32757

Federal Trade Commission
6th and Pennsylvania Ave., N.W.
Washington, D.C. 20580

Film Fair Communications
10900 Ventura Blvd.
Studio City, CA 91604

Films Incorporated
1144 Wilmette Ave.
Wilmette, IL 60091

Food and Drug Administration
5600 Fishers Lane
Rockville, MD 20852

Guidance Associates
757 Third Ave.
New York, NY 10017

Journal Films, Inc.
930 Pitner Ave.
Evanston, IL 60602

McGraw-Hill Films
1221 Avenue of the Americas
New York, NY 10020

Maryland Center fo
Broadcasting
Owings Mills, MD

National Audiovisu
Sales Branch
Washington, D.C.

National Live Stoc
444 North Michigan
Chicago, IL 606

24.

r Public
21117

al Center (GSA)
20409

k and Meat Board
Ave.
11

Office of Communication
U.S. Department of Agriculture
Washington, D.C. 20250

Sperry and Hutchinson Company
Consumer Services
2900 West Seminary Dr.
Fort Worth, TX 76133

Sunburst Communications
Room 4, 39 Washington Ave.
Pleasantville, NY 10570

Specialized Vocabulary

ADDITIVES	Substances added to foods during processing for specific purposes--such as preserving the food, enhancing the flavor, changing the appearance, or adding nutritional value
CARCASS	The dressed, slaughtered meat animal containing two "sides"
CONVENIENCE FOODS	"Heat and eat" items; foods which are ready to eat as purchased or can be quickly and easily prepared; require fewer extra utensils in preparing or serving, making less clean-up
CONVENIENCE STORES	Small food stores which stock only the most common items; usually at higher prices; generally located in or near residential areas
COOPERATIVES	Food stores formed by groups of consumers themselves; generally have low prices and limited customer services; may or may not have membership requirements
COUPON	A printed offer of money off the price of a certain item; may be expressed as "buy one, get one free" or "buy one, get one at a reduced price"
DEHYDRATED	Dried; water removed
DRAINED WEIGHT	The weight of the solid contents of a container after processing; the weight of a can of food minus the can and packing liquid

EXPIRATION DATE	A date on a food product which shows the last date a product should be used
FTC	Federal Trade Commission; government agency responsible for advertising
FOOD GRADES	Measures of quality set by the U.S. Department of Agriculture; not required by law, but food processors may pay for voluntary grading services
FOOD STANDARDS	Requirements established by FDA and USDA to give consumers some guarantee of the content and quality of many food products
FOREQUARTER	The half of a side of a meat animal carcass closer to the head; each carcass has two forequarters, also called frontquarters
FRAUD CLAUSE	A warning to the grocer printed on coupons; the grocer must accept the coupon according to the manufacturer's instructions or face charges of fraud
FREE	Refers to items offered by stores at no expense to the consumer; "free" items must be absolutely free. Clearly defined by the Federal Trade Commission, this applies to a variety of situations, such as "buy one, get one free," two-for-one sales, etc.
GENERIC PRODUCTS	"No-name" products; usually packaged with a plain label listing only the product and the information required by law
HINDQUARTER	The half of a side of a meat animal carcass closer to the tail; each carcass has two hindquarters
IMPULSE BUYING	Spur-of-the-moment purchasing, or purchasing an item without planning

IN SEASON	The time of the year when a certain fruit or vegetable is harvested and ready to eat; usually the time of year when that fruit or vegetable will be cheapest
JUNK FOODS	Items to eat or drink which have relatively little nutritional value
LOSS LEADER	Item priced at "less-than-cost" to attract bargain-minded shoppers
MANDATORY	Something that must be done; required by law
MARKETING TECHNIQUES	Techniques used by manufacturers and stores to entice the consumer to buy their products
MEAL PLANNING	Deciding what you plan to serve at each meal before you go to the food store; helps to prevent impulse buying
MULTIPLE PRICING	Marking a group of the same item at a single price; for example, 3 for 99¢, or 4/$1.00
NUTRIENTS	Chemical substances in foods which are needed by the body in certain daily amounts in order to function properly
NUTRITION LABELING	Food labeling which shows the amount of nutrients a certain food product contains; also shows calorie totals and the number and size of servings in a food product
OPEN DATING	A comparison shopping tool which lets consumers compare the freshness of food products by dates which are stamped on them
PACK DATE	A date on a food product which shows when the product was packed or processed

PACKAGING	The way a food is wrapped or containerized for storage and sale
PERISHABLE FOODS	Foods that must be held under refrigerated or freezing conditions if they are to keep for longer than short periods
PROTEIN	Complex food substances which are essential for health and growth; found in meats, milk products, and some plant foods such as beans and nuts
PULL DATE	A date on a food product which tells the last day the product may be sold as fresh
QUALITY ASSURANCE OR FRESHNESS DATE	Tells the "use before" date, the length of time the processor thinks the product will be at peak quality
RANCID	Spoiled; having a bad taste or smell
SHELF-STABLE FOODS	Foods that should not spoil when kept at room temperatures
SHOPPING LIST	A carefully planned written list of items to purchase; helps to prevent impulse buying
SOLID WEIGHT	Weight of the raw food before processing
SPECIALITY STORES	Food stores with only one type of food product to sell; for example, meat or fish
STALE	Tasteless or unpalatable from age
STANDARIZED FOODS	Foods which are not required to list ingredients on their labels

STORE BRANDS	Food products manufactured and/or packaged by or for supermarket chain stores under their own name; generally cheaper in price than better known national brands; also called house brands
TRADING STAMPS	Stamps given by a store for purchase; may later be exchanged for "free gifts"
UNIT PRICE	Price per unit of measure
UNIVERSAL PRODUCT CODE	The series of vertical blanks and bars which are printed on the labels of products; an indentifying number which is then translated by a computer for price and product descriptive information which can be read by checkout scanners in computer equipped supermarkets; also called UPC
U.S. RDA'S	U.S. Recommended Daily Allowances; the approximate amounts of nutrients that an adult should eat everyday to stay healthy; used on nutrition labels
VOLUNTARY	Something not required, but often done of one's own accord or by free choice
YIELD GRADES	Grades designed to identify carcasses for differences in the amount of usable meat; yield 1 contains the highest portion of usable meat

Film Descriptions

BRAND NAMES AND LABELING GAMES (9 minutes) - Benchmark, 1973

This is a guessing game you play every time you shop for food. The affable comedian, Marshall Ephron, asks you if a brand name product priced much higher than an unknown name for aspirin, a food flavor enhancer, and a bleach is any better. The answer in each case is no, they're exactly the same. Now you are asked to match wits with the U.S. Department of Agriculture. Can you tell from their official descriptions for olive sizes used on labels how to grade: "giant," "mammoth," "jumbo," "colossal," etc.? We couldn't either.

BUYING IN A SUPERMARKET (15 minutes) - Aims, 1973 FILM GUIDE #1

This film presents solid consumer information needed by every shopper in a light, entertaining and imaginative format. This film begins as Stanley S. (Shopping) Cart dreams himself receiving an award for meritorious service. Awakening to the demands of another busy day at the market, Stanley, another cart, Irving, and Rhoda, one of the cash registers, exchange comments about the purchases as they serve various shoppers. As different buyers coverse with each other in considering their purchases, the various products break into song and cajol them to buy. The shoppers do not understand the words of Stanley, his friends, or the products directly, but seem influenced by them. Stanley chastens some of the products when they promote themselves too aggressively to the wrong buyers, and he gives the shoppers timely tips whenever he has the opportunity.

COMPARISON SHOPPING PUZZLE (THE) (13 minutes) - Journal Films, 1978

How can you figure out the shopping puzzle and still come out ahead? When you first try to put it together. it's thoroughly confusing, but as you work at it, it all begins to fit. First determine your need. Then, after determining that you need the product or service, do some research and investigating. Take a look at all the same products available and check prices and dealer reputation. If you charge your purchase, shop for the lowest interest rates. You'll find dollars saved, better and smarter investments and happier more trouble-free use of everything you buy.

CONSUMER AND THE SUPERMARKET (THE) (15 minutes) - Barr, 1976 FILM GUIDE #2

The supermarket offers convenience and a ready source of everything we need. But because of the thousands of products -- how do we determine what to buy? This film provides special tips to help the shopper buy for maximum nutritional value at the lowest possible cost.

FOOD FOLLIES (23 minutes) - Films, Inc. 1976

A unique exposition of the problems facing today's supermarket shopper, this film is a thought-provoking look at the food market-place as seen from the consumer, government, and industry points of view. *Consumer Reports'* own exclusive testing and reporting provide a revealing look at the foods we eat. Packaging is often misleading, grading is sometimes confusing, labeling is frequently bewildering. Worse, some foods lack the nutrition they purport to provide and some are even hazardous to health. Guidelines are given to help the shopper obtain wholesome, nutritious good at full value for the food dollar.

FOOD LABELING: UNDERSTANDING WHAT YOU EAT (11 minutes) - Journal Films, 1973 FILM GUIDE #5

By examining the process of labeling foods, this film raises some fundamental questions concerning nutrition. How can you know what you are eating? How can you identify the foods that are best for you? What should you be looking for in a given product and how can a label help you find it? How can you eat to solve a weight problem? What isn't on the label and is it important?

MAGICAL DISAPPEARING MONEY (11 minutes) - FilmFair, 1972 FILM GUIDE #3

A cheerful slightly scatterbrained "food expert witch" appears in a supermarket and works her magic to draw the customers around her. Then, item by item, she explains, with accompanying magic, why certain purchases by the customers are unwise. Sugar-coated cereal? Goodness no--it costs twice as much as unsugared. "But I like the sugar," says the boy with his mother. "Oh," says the witch. "Well-- then add your own sugar." Instant oatmeal? It, too, costs twice as much. Already prepared seasoned rice dishes? They cost four times as much as regular rice which you can season yourself. Milk? Use powdered milk whenever possible. It costs only a fourth as much as regular milk, and it's just as good. Pudding cups? Frozen foods? Fancy packaging? The witch has worked her magic, and the wiser consumers return to their shopping.

READ THE LABEL - SET A BETTER TABLE (20 minutes) - National Audiovisual Center, 1976 FILM GUIDE #4

Comedian Dick Van Dyke explains what nutrition labeling is all about, and how consumers can use it to "set a better table." He has the help of cartoon characters who humorously play the roles of different nutrients. This film will give you a good look at the advantages of this labeling system.

SUPERMARKET (THE) (12 minutes) - Sperry and Hutchinson, 1974

Photographed in a supermarket, in the style of a documentary, this film takes a humorous look at consumer shopping habits as seen through the eyes of the store manager. It reveals how shopper attitudes and behavior can actually increase the costs of products purchased, not only in supermarkets but in other types of stores as well.

INSTRUCTIONAL AIDS

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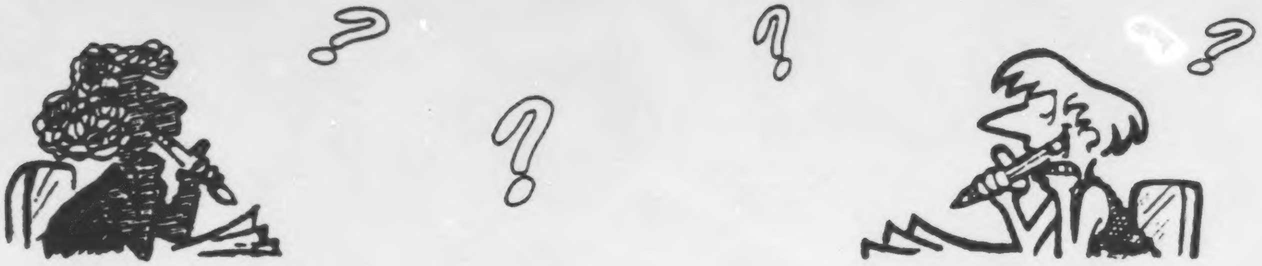

Food For Your Brood

CHOOSE THE BEST ANSWER FOR EACH STATEMENT OR QUESTION.

1. Which of these statements about shopping lists is true?
    A. Shopping lists do not allow for substitution.
    B. Shopping lists help you to buy more items.
    C. Shopping lists help reduce impulse buying.
    D. Shopping lists require more shopping time.

2. According to surveys, the amount of time the average shopper should spend in a food store if he is to save money is
    A. 30 minutes.
    B. 45 minutes.
    C. 60 minutes.
    D. 90 minutes.

3. Impulse buying is
    A. shopping for less than 20 minutes.
    B. purchasing an item without planning.
    C. substituting a good buy from your shopping list.
    D. having to go back to the store for something you forgot.

4. The best time to go shopping is
    A. on your way home from work.
    B. when two people can go together.
    C. right after you have finished a meal.
    D. when you have plenty of time to spend in the store.

5. Murray wanted to purchase as much protein as possible for his shopping dollar. A source of inexpensive protein would probably be
    A. beef T-bone steak.
    B. lamb chops.
    C. sliced bacon.
    D. peanut butter.

6. Which of the following is probably the most expensive source of protein?
   - A. dry beans
   - B. large eggs
   - C. sliced bacon
   - D. peanut butter

7. Bone and fat make up approximately what percentage of a side of beef?
   - A. 10%
   - B. 20%
   - C. 30%
   - D. 50%

8. The section of beef which has the most tender beef is the
   - A. forequarter.
   - B. hindquarter.
   - C. shoulder.
   - D. brisket.

9. Buying foods in season applies mainly to
   - A. fruits and vegetables.
   - B. processed food.
   - C. dairy products.
   - D. poultry.

10. Multiple pricing refers to
    - A. marking down items in order to attract customers.
    - B. marking items as a group, for example, 3 for 79¢.
    - C. selling items at prices higher than those advertised.
    - D. selling different sizes of the same items for different prices.

11. Alma saw two boxes of detergent on the grocery shelf -- one 5 lb. box for $1.79 and one 3 lb. box for $1.00. She quickly divided the price by the weight of the item and bought the small box. Alma had applied the principle of
    - A. open pricing.
    - B. store brands.
    - C. unit pricing
    - D. food standards.

12. The last date on which a food item may be sold as fresh is called the
    - A. pack date.
    - B. pull date.
    - C. close date.
    - D. expiration date.

13. While shopping at the C & T grocery, Carolyn noticed the tomato sauce came in three brands:
    Name Brand "X" at 37¢ an 8 oz. can
    Name Brand "Y" at 39¢ an 8 oz. can
    Store Brand "Z" at 32¢ an 8 oz. can
    Carolyn's best shopping buy would probably be:
    A. Name Brand X because it's cheaper than Y and definitely better quality than the store brand.
    B. the name brand that is nationally advertised the most.
    C. Name Brand Y because it costs the most and therefore, must be the best.
    D. the store brand because it may be as good as the name brands and is the cheapest.

14. Which information below is required on a nutrition label?
    A. Listing of ingredients in descending order by weight
    B. Net contents or net weight
    C. Percentage of U.S. RDA's for specific nutrients
    D. All of the above

15. The Universal Product Code is
    A. a standard set by FDA that establishes quality requirements for imported food products.
    B. read by a laser beam and the price and product description are automatically recorded.
    C. required by law on food product labels.
    D. a packaging standard set by FDA.

16. Which of the following are set by the FDA and the USDA, deal with food value, and must be followed by law?
    A. Food grades
    B. Food standards
    C. Universal product codes
    D. All of the above

17. When buying convenience food, you should be aware that
    A. the nutrients in the food are often listed on the label.
    B. it is less expensive in the long run than preparing your own food.
    C. it is almost always junk food that has little or no nutritional value.
    D. many studies have shown that convenience food is a main cause of gastritis in humans.

18. Joe walked into a grocery store and saw a huge basket filled with tuna. He bought several cans thinking it was a bargain, only to discover the cost was actually more that he usually paid. Joe had fallen for the marketing technique of
    A. tie-in sales.
    B. store layouts.
    C. mass displays.
    D. multiple pricing.

19. Zelda went to the grocery store to buy some peanut butter and a head of lettuce. Between the peanut butter and vegetables, Zelda picked up a box of pretzels and a cherry pie. Zelda had been caught by the marketing technique of
    A. tie-in sales.
    B. store layouts.
    C. mass displays.
    D. coupon clipping.

20. How much money do you have to spend in most cases to fill a trading stamp book that can be redeemed for $3 - $4 of merchandise?
    A. $ 7
    B. $ 12
    C. $ 80
    D. $120

21. Which of the following is a responsibility of the FDA?
    A. Fight drug abuse
    B. Check food labels for accuracy
    C. Regulate quantities of processed food
    D. Investigate false advertising complaints

NAME ______________________

CLASS ______________________

DATE ______________________

Food For Your Brood

1 Ⓐ Ⓑ Ⓒ Ⓓ
2 Ⓐ Ⓑ Ⓒ Ⓓ
3 Ⓐ Ⓑ Ⓒ Ⓓ
4 Ⓐ Ⓑ Ⓒ Ⓓ
5 Ⓐ Ⓑ Ⓒ Ⓓ
6 Ⓐ Ⓑ Ⓒ Ⓓ
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8 Ⓐ Ⓑ Ⓒ Ⓓ
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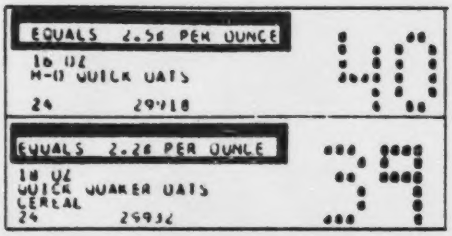
17 Ⓐ Ⓑ Ⓒ Ⓓ
18 Ⓐ Ⓑ Ⓒ Ⓓ
19 Ⓐ Ⓑ Ⓒ Ⓓ
20 Ⓐ Ⓑ Ⓒ Ⓓ
21 Ⓐ Ⓑ Ⓒ Ⓓ

UNIT PRICING

ANSWER THE FOLLOWING QUESTIONS, USING INFORMATION GIVEN ON THE UNIT PRICE LABELS:



EQUALS 2.5¢ PER OUNCE
16 OZ
H-O QUICK OATS
24 29918
40

EQUALS 2.2¢ PER OUNCE
18 OZ
QUICK QUAKER OATS
CEREAL
24 29932
39

1. WHICH BOX OF QUICK COOKING OATMEAL GIVES YOU THE MOST CEREAL FOR YOUR MONEY?

____

HOW DO YOU KNOW?

____

2. HOW MUCH IS AN 8 OZ. CAN OF PILLSBURY COUNTRY STYLE BISCUITS?

____

3. WHICH IS THE BETTER BUY OF THE FLAKY BUTTERMILK BISCUITS?

____

4. WHICH OF THE FIVE CANS OF BISCUITS IS THE MOST ECONOMICAL?

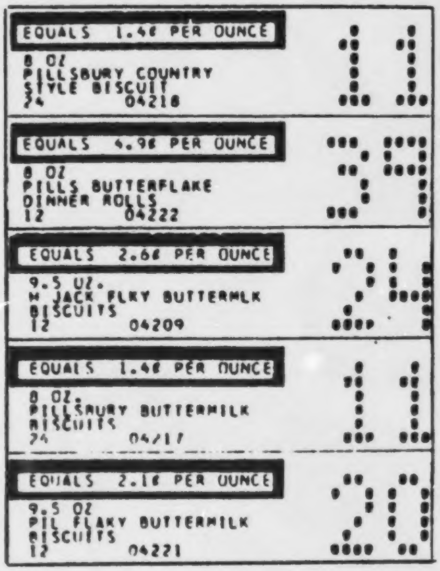
____

HOW ARE YOU SURE?

____

5. HOW MUCH WOULD THREE CANS OF THE PILLSBURY BUTTERFLAKE DINNER ROLLS COST?

____



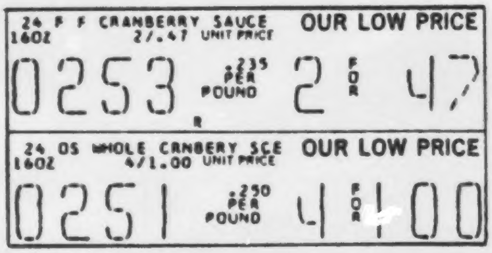
EQUALS 1.4¢ PER OUNCE
8 OZ
PILLSBURY COUNTRY
STYLE BISCUIT
24 04218
11

EQUALS 4.9¢ PER OUNCE
8 OZ
PILLS BUTTERFLAKE
DINNER ROLLS
12 04222
39

EQUALS 2.6¢ PER OUNCE
9.5 OZ.
H JACK FLKY BUTTERMLK
BISCUITS
12 04209
24

EQUALS 1.4¢ PER OUNCE
8 OZ.
PILLSBURY BUTTERMILK
BISCUITS
24 04217
11

EQUALS 2.1¢ PER OUNCE
9.5 OZ
PIL FLAKY BUTTERMILK
BISCUITS
12 04221
20



24 F F CRANBERRY SAUCE OUR LOW PRICE
16OZ 2/.47 UNIT PRICE
0253 .235 PER POUND 2 FOR 47
R

24 OS WHOLE CRNBERY SCE OUR LOW PRICE
16OZ 4/1.00 UNIT PRICE
0251 .250 PER POUND 4 FOR 100

6. WHAT IS THE UNIT PRICE OF THE OCEAN SPRAY CRANBERRY SAUCE?

____

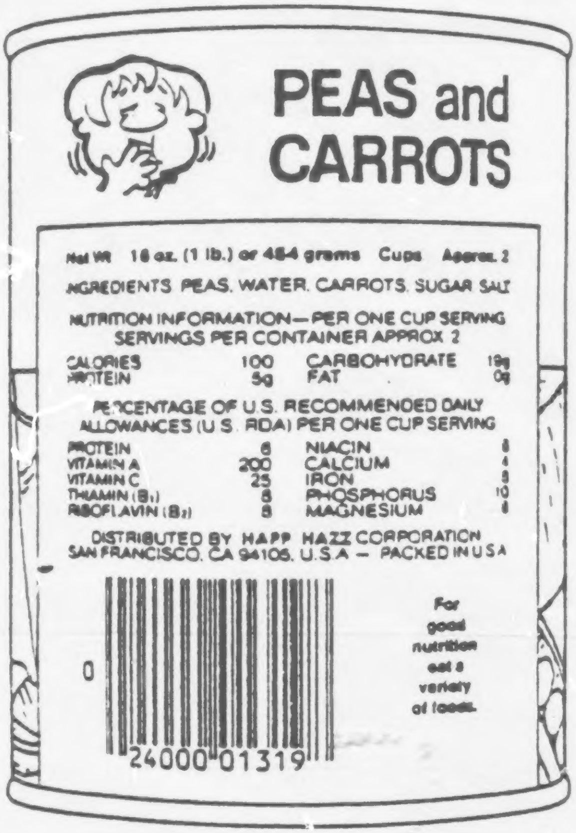
7. HOW MUCH WOULD FOUR CANS OF THE CHEAPER CRANBERRY SAUCE COST?

80

unit pricing

CALCULATE THE UNIT COST FOR EACH ITEM, ROUNDED TO THE NEAREST CENT. CIRCLE THE UNIT PRICE OF THE MOST ECONOMICAL SIZE.

ITEM	QUANTITY	COST	UNIT PRICE
1. *SLICED PINEAPPLE*	1 lb. 14 oz.	$ .60	________
	1 lb. 4½ oz.	$ .49	________
	8 oz.	$ .39	________
2. *LAUNDRY DETERGENT*	5 lb. 4 oz.	$1.69	________
	3 lb. 1 oz.	$1.49	________
	1 lb. 4 oz.	$ .79	________
3. *PEANUT BUTTER*	3 lb.	$2.89	________
	1 lb. 12 oz.	$1.69	________
	1 lb. 2 oz.	$ .95	________
4. *NONFAT DRY MILK*	20 qts.	$3.29	________
	12 qts.	$2.59	________
	8 qts.	$1.89	________
5. *BLEACH*	1½ gal.	$ .89	________
	1 gal.	$ .69	________
	½ gal.	$ .45	________
6. *SLICED AMERICAN CHEESE*	16 oz.	$1.65	________
	12 oz.	$1.29	________
	8 oz.	$ .99	________



Net Wt 16 oz. (1 lb.) or 454 grams Cups Approx. 2

INGREDIENTS PEAS, WATER, CARROTS, SUGAR SALT

NUTRITION INFORMATION—PER ONE CUP SERVING
SERVINGS PER CONTAINER APPROX 2

CALORIES	100	CARBOHYDRATE	19g
PROTEIN	5g	FAT	0g

PERCENTAGE OF U.S. RECOMMENDED DAILY ALLOWANCES (U.S. RDA) PER ONE CUP SERVING

PROTEIN	8	NIACIN	8
VITAMIN A	200	CALCIUM	4
VITAMIN C	25	IRON	8
THIAMIN (B_1)	8	PHOSPHORUS	10
RIBOFLAVIN (B_2)	8	MAGNESIUM	8

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0 24000 01319

For good nutrition eat a variety of foods.

BE CANNY: KNOW WHAT'S ON THE LABEL!

ARE THE FOLLOWING FOUND
ON THIS NUTRITIONAL LABEL?

	YES ✓	NO ✓	IF YES, WHAT IS STATED?
Name of Product			
Net Weight			
Ingredients			
Serving Size			
Servings per Container			
Calories			
Protein (in grams)			
Carbohydrate			
Fat			
U.S. RDA's			
Manufacturer		82	
Cooking Instructions			

What's In a Name?

Look at the description for each product. Determine the fractional portion of the product that must be MEAT. Place the NUMBER of the product in its correct box on the right.

1. BEEF STROGANOFF: At least 45% fresh uncooked beef or 30% cooked beef, and at least 10% sour cream or a gourmet combination of at least 7½% sour cream and 5% wine
2. BEEF WITH BARBECUE SAUCE: At least 50% beef (cooked basis)
3. BEEF WITH GRAVY: At least 50% beef (cooked basis)
4. GRAVY WITH BEEF: At least 35% beef (cooked basis)
5. BREADED STEAK, CHOPS, ETC.: Breading can't exceed 30% of finished product weight
6. BREAKFAST (FROZEN PRODUCT CONTAINING MEAT): At least 15% meat (cooked basis)
7. BREAKFAST SAUSAGE: No more than 50% fat
8. BROWN AND SERVE SAUSAGE: No more than 35% fat and no more than 10% added water
9. BRUNSWICK STEW: At least 25% of at least two kinds of meat and/or poultry. Must contain corn as one of the vegetables.
10. BURGUNDY SAUCE WITH BEEF AND NOODLES: At least 25% beef (cooked basis); enough wine to characterize the sauce
11. BURRITOS: At least 15% meat
12. CABBAGE ROLLS WITH MEAT: At least 12% meat
13. CANNELLONI WITH MEAT AND SAUCE: At least 10% meat
14. CAPPELLETTI WITH MEAT IN SAUCE: At least 12% meat
15. CHEESEFURTER: At least 15% cheese
16. CHILI CON CARNE: At least 40% meat
17. CHILI CON CARNE WITH BEANS: at least 25% meat
18. CHILI HOT DOG WITH MEAT: At least 40% meat in chili
19. CHILI MACARONI: At least 16% meat.

MEAT *(less than 1/4)*	**MEAT** *(1/4 to 1/3)*
MEAT *(1/3 to 1/2)*	**MEAT** *(more than 1/2)*

"What do they call the large size, King, Super, or Giant?"

COMPARISON SHOPPING

MULTIPLE CHOICE--WRITE THE LETTER OF THE BEST ANSWER ON THE BLANK AFTER EACH STATEMENT OR QUESTION:

1. The gal shopper in the cartoon is probably confused over (a) the grade (b) the price (c) the label (d) the ingredients. ______

2. She could make her wisest choice by (a) getting the manager's advice (b) checking the advertising claims (c) reading the manufacturer's description (d) comparing unit prices. ______

3. In which of the following stores would the Super Shopper be *least likely* to stretch the food dollar? (a) supermarkets (b) discount supermarkets (c) convenience stores (d) roadside farmers' markets. ______

4. Labels on most food products inform the Super Shopper of all *except* (a) weight (b) additives (c) taste (d) ingredients. ______

5. The shield shaped grade mark stamped on meat and other food products is used by the government to (a) establish the quality of the item (b) guarantee the proper weight (c) approve the item for human consumption (d) determine the unit price. ______

6. If you were looking for a beef roast for an extra special occasion, which one of the following grades of meat would you want to consider? (a) choice (b) extra fancy (c) prime (d) AA. ______

7. If you are shopping for canned tomatoes to use in sphagetti sauce, which of the following might be your best buy? (a) a can with a plain label simply marked TOMATOES and costing 33¢ (b) name brand "X" costing 47¢ (c) name brand "Y" costing 53¢ (d) store brand "Z" costing 39¢. ______

8. Which of the cans of tomatoes given as answers for #7 might give the Super Shopper the best buy for tomatoes to put in pepper steak--where appearance also counts? ______

9. A quart of milk is stamped JUL 24. That means the (a) milk should be used before July 24 (b) milk should not be sold after that date (c) milk was put into the carton on that date (d) milk was purchased from the dairy on July 24 and processed after that. ______

10. Which of the following would be the best buy for the Super Shopper? (a) a quart of milk for 45¢ (b) a half-gallon of milk for 89¢ (c) a gallon of milk for $1.69. ______

COMPARISON SHOPPING
. . . OR IMPULSE?

READ THE FOLLOWING SITUATIONS. THEN DECIDE IF THE SHOPPER MADE A WISE PURCHASE BASED ON COMPARISON SHOPPING TECHNIQUES . . . OR IF THE SHOPPER MADE A HASTY DECISION, ON IMPULSE. CHECK THE APPROPRIATE BOX AFTER EACH SITUATION.

	COMPARISON SHOPPING	IMPULSE BUYING
1. Willie and Wanda went to the supermarket to pick up some picnic food. They found five brands of potato chips and decided to buy the cheapest kind.	☐	☐
2. Dan remembered the catchy tune advertising a new brand of soda . . . so he purchased a carton of six.	☐	☐
3. While browsing in the supermarket, Jo noticed a new instant breakfast on display which she just "had to have." She bought it.	☐	☐
4. Jack had planned to buy some fresh bananas at his corner grocery store, but while at the supermarket he saw some that were cheaper. He decided to buy the supermarket bananas.	☐	☐
5. Yolando was doing her weekly grocery shopping when she noticed a big display of canned vegetables at the end of an aisle. Always on the lookout for a bargain, she immediately added five cans of peas to her shopping cart.	☐	☐
6. Roger went to the supermarket for a loaf of bread, a carton of milk, and eggs. As he was heading for the checkout register, Roger was stopped by the aroma of fresh baked cookies and decided to get a bag of sugar cookies also.	☐	☐
7. Al and Mary were picking up only items on their shopping list. As they reached for a 5-lb. bag of flour of their regular brand, they noticed a bright red sign attached to the shelf of another brand. Thinking it might be cheaper, they examined the unit price, then bought their regular brand.	☐	☐
8. Mary stopped at the supermarket on the way home from work to get fresh produce for a salad. While carefully selecting lettuce, tomatoes, etc., Mary noticed a jar of Italian salad dressing. Deciding that would be tastier than the dressing she had at home, Mary also bought a large jar of the Italian dressing.	☐	☐

Foodbuyers

READ THE FOLLOWING SITUATIONS. GIVE WAYS EACH SHOPPER COULD POSSIBLY CUT DOWN ON FOOD COSTS.

"Living with my husband and me, in addition to our two boys, are my parents. It seems as though every time I go to the supermarket, I never am able to buy everything I want. I notice some women have those cents-off coupons, but I've never gotten the habit of saving them. I always manage to buy enough milk and vegetables, but our favorite meat is beef. My husband just loves his steaks."

"I'm seventy-eight. Been retired now for 13 years. Last year my wife died. You'd think I should get along o.k., just supporting myself, but after paying my living expenses, I don't have much left for food. Small packages of food seem to cost so much more than the big family packages."

"Look at those luscious strawberries. Aren't they just the grandest things to brighten up this dreary January day? Good T-Bones would surely taste good, too. Mom told me I'd have to budget when I got married, but she was wrong. I don't need a shopping list--that limits me from choosing those tempting gourmet items. Besides, a shopping list takes all the fun out of going to the supermarkets. I just love to try all the new items. Bill's just going to have to increase the food budget and quit complaining about our food costs."

"I'm a traveling saleslady. I am in town only a couple nights a week. I like to entertain friends, but don't have much time to shop or cook. When I shop, I try to pick out the products that require little time to prepare. I always spend more on food than I intend to, but saving time costs money."

"I live alone and have to do all my own shopping and cooking. I find the best time for me to shop is right after work, before going home. I must say I usually buy more than I really need, but the food always looks so good! I know I could probably save money by reading all those little cost labels on the shelves, but I'm tired and just want to buy my groceries and go home."

Student Activity Sheet #7
Food Shopping

FOOD FOR YOUR BROOD

FOOD FOR YOUR BROOD CONTAINS MANY IMPORTANT PASSWORDS.
20 OF THESE PASSWORDS ARE LISTED BELOW.
REVIEW THE IMPORTANCE OF EACH TERM IN THE WISE CONSUMER'S SHOPPING STRATEGY AND THEN WRITE THE TERM WHICH MAKES EACH REMINDER CORRECT.

ADDITIVES
CONVENIENCE FOOD
COUPONS
DRAINED WEIGHT
EXPIRATION DATE
FOOD STANDARDS
STORE BRANDS
IMPULSE BUYING
IN SEASON
JUNK FOODS
NUTRIENTS
NUTRITIONAL LABELING
OPEN DATING
PACK DATE
PROTEIN
PULL DATE
RAIN CHECK
SHOPPING LIST
SPECIAL
U.S. RDAs

SUPER SHOPPER REMEMBERS TO:

1. PLAN AHEAD

He uses newspaper ads and his own list of needed items to prepare a ______________ ______________ before he leaves home.

He uses ____________ from newspapers, magazines or direct mailing to save on items he needs.

Once in the store, he shops from his list and avoids __________ ______________.

He asks for a ____________ ____________ when advertised specials are not available.

2. KNOW HIS "DATES"

He is careful not to purchase an item after its ______________ __________.

He uses ____________ ______________ as a comparision shopping tool.

He knows the grocer may be able to read the ______________ __________, but he usually can not so is just careful not to use a product after its ____________ ______________.

3. SHOP WISELY

______________ ______________ helps him avoid harmful food ________________; he watches for store ____________, especially ____ __________ fruits and vegetables; tries to never buy ________ __________; avoids ______________ ______________ whenever possible because of its high price, and buys ______________ ________________ if he has comparison shopped and found them satisfactory.

Student Activity Sheet #8
Food Shopping

Food For Your Brood

NOW THAT YOU HAVE COMPLETED THE ACTIVITIES IN THE FOOD SHOPPING PAL, YOU SHOULD BE ABLE TO:

1. Identify good shopping tips.
2. Select the average length of time for cost saving food shopping.
3. Define impulse buying.
4. Identify the best time to go shopping.
5. Recognize inexpensive sources of protein.
6. Identify expensive sources of protein.
7. Recognize the amount of unusable bone and fat in a side of beef.
8. Identify the quarter of beef which has the more tender meat.
9. Recognize seasonal food products.
10. Define multiple pricing.
11. Recognize examples of unit pricing.
12. Define pull dates.
13. Recognize the worth of store brands.
14. Identify information required on nutrition labels.
15. Describe the Universal Product Code.
16. Define food standards.
17. Recognize characteristics of convenience foods.
18. Recognize examples of mass displays.
19. Identify examples of store layouts.
20. Recognize the cost of filling a trading stamp book.
21. Identify the responsibilities of the FDA.

88

film guide:

Buying In A Supermarket

This amusing film points out many of the difficult choices most food shoppers face in the supermarket. The powerful effect of advertising is clearly shown, and many helpful hints in selecting products are given.

As you watch this film, or when it is completed, answer the following questions:

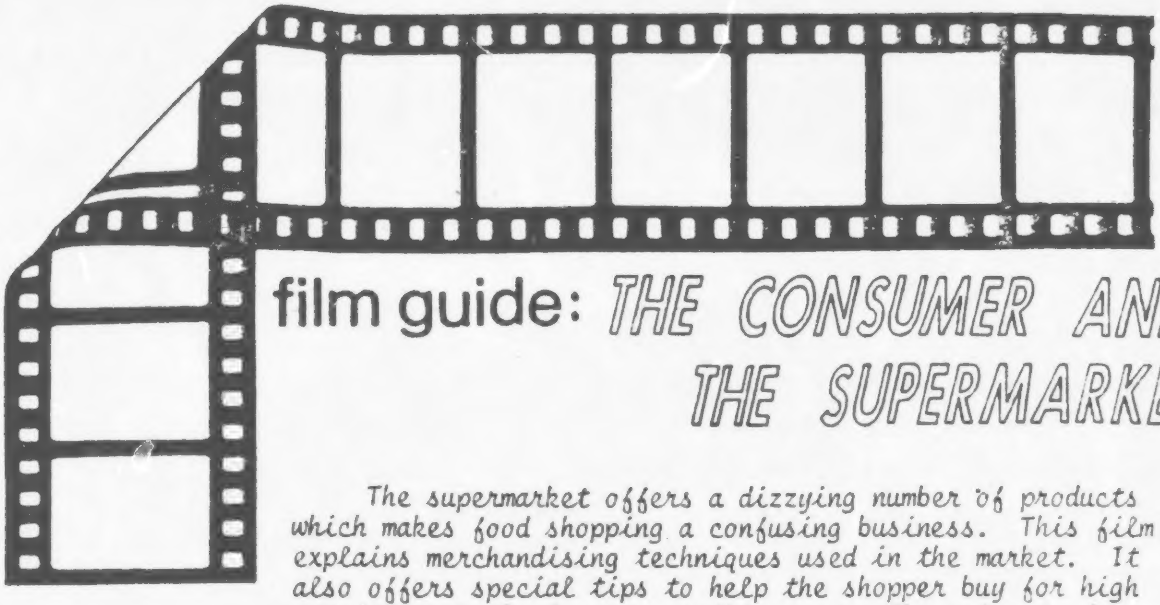
1. What were some costly food shopping mistakes made by the shoppers in this film?

2. What techniques of comparison shopping are shown in the film?

3. Name three marketing techniques either mentioned or silently at work in this food store.

4. What are three consequences of food shopping without a list?

5. What possible reasons would some people have for not trying to save money when food shopping?



film guide: THE CONSUMER AND THE SUPERMARKET

The supermarket offers a dizzying number of products which makes food shopping a confusing business. This film explains merchandising techniques used in the market. It also offers special tips to help the shopper buy for high nutrition at the lowest possible cost. The role of advertising in making food choices is also explored.

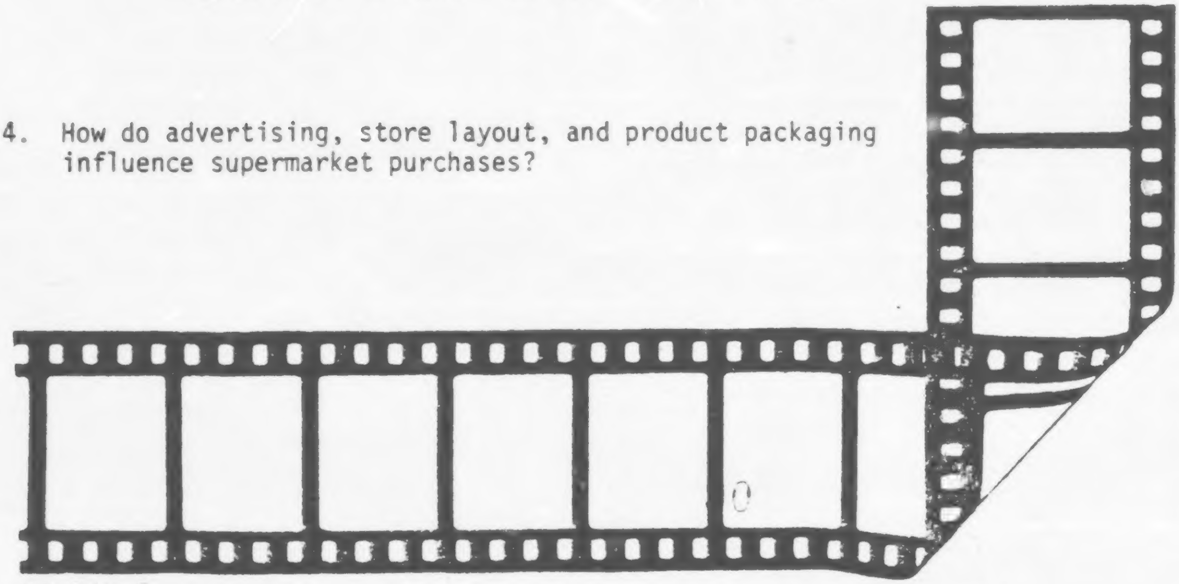
As you watch this film, or when it is completed, answer the following questions:

1. In what way does processing affect both the price and the nutritional value of the foods you eat?

2. All the food in the market can be divided into four basic groups. Explain.

3. What are some techniques consumers can use in the supermarket to make wise nutritional choices?

4. How do advertising, store layout, and product packaging influence supermarket purchases?



film guide:

MAGICAL DISAPPEARING MONEY

In this film a slightly scatterbrained "food expert witch" appears in a supermarket to teach food shoppers the difference between good and bad purchases. This film provides a good introduction or review of wise food shopping techniques.

As you watch this film, or when it is completed, answer the following questions:

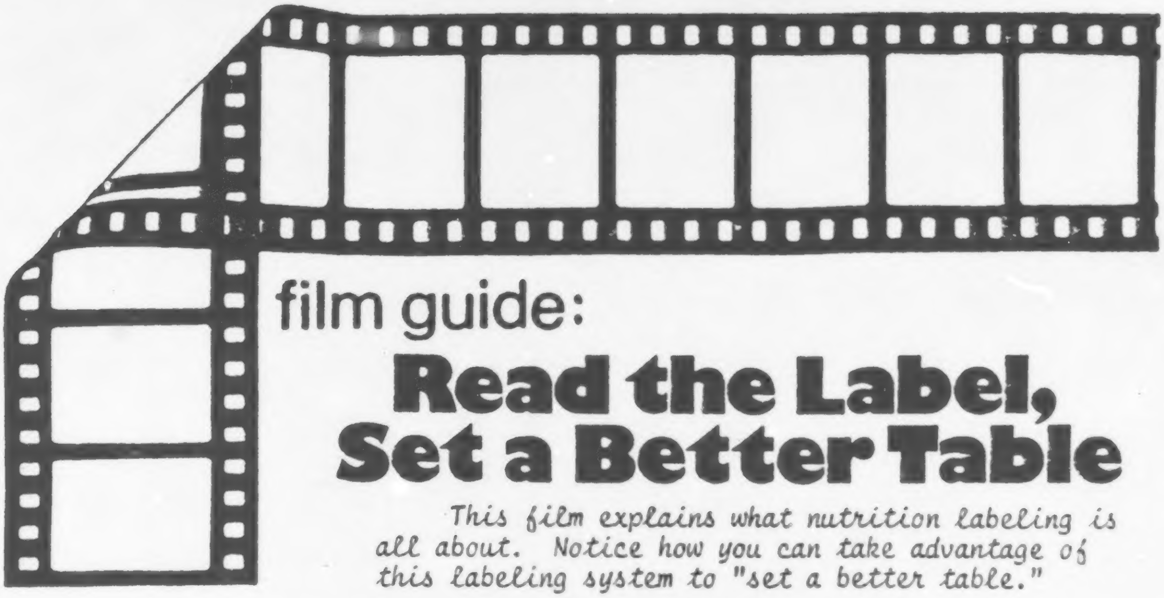
1. Why do items such as sugar-coated cereals and instant oatmeal cost more than the regular kind?

2. Name 5-6 other food items, like the pudding cups, that are more expensive than the do-it-yourself kind.

3. Think of 5-6 other food products packaged in "individual sized servings" that cost more than regular packaging.

4. Remember the witch's warning about frozen zucchini? To what other frozen food products could this warning also apply?

5. Why does fancy packaging raise the price of many foods?



film guide:

Read the Label, Set a Better Table

This film explains what nutrition labeling is all about. Notice how you can take advantage of this labeling system to "set a better table."

As you watch this film, or when it is completed, answer the following questions:

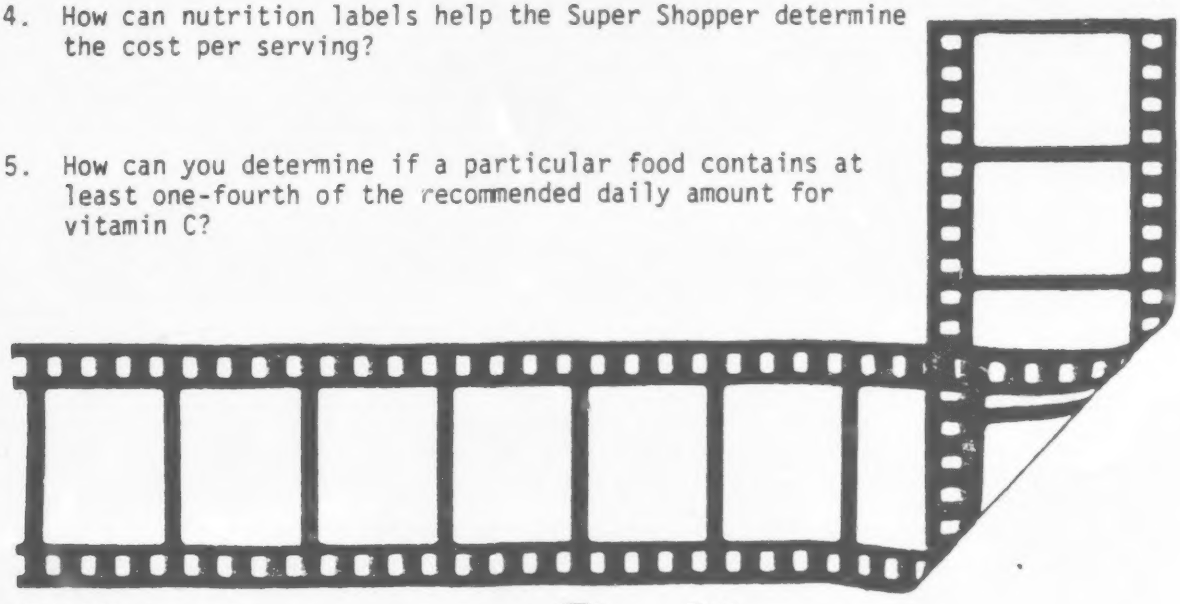
1. Name two reasons the Super Shopper would want to read food labels.

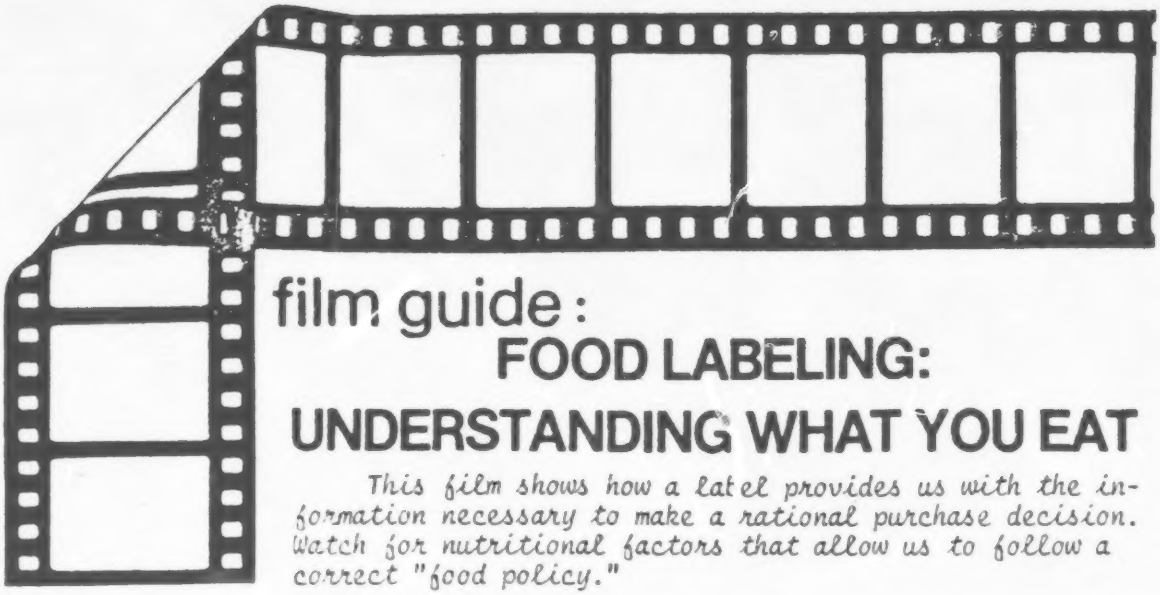
2. List four nutrients listed on nutrition labels. Tell one function each nutrient performs in keeping us healthy.

3. How can reading labels help people watching their diet?

4. How can nutrition labels help the Super Shopper determine the cost per serving?

5. How can you determine if a particular food contains at least one-fourth of the recommended daily amount for vitamin C?





film guide:
FOOD LABELING:
UNDERSTANDING WHAT YOU EAT

This film shows how a label provides us with the information necessary to make a rational purchase decision. Watch for nutritional factors that allow us to follow a correct "food policy."

As you watch this film, or when it is completed, answer the following questions:

1. The reasons that influence what you eat and the amount you eat usually go beyond nutrition and hunger satisfaction. How do the following factors influence your own diet?

   A. Cultural

   B. Historical

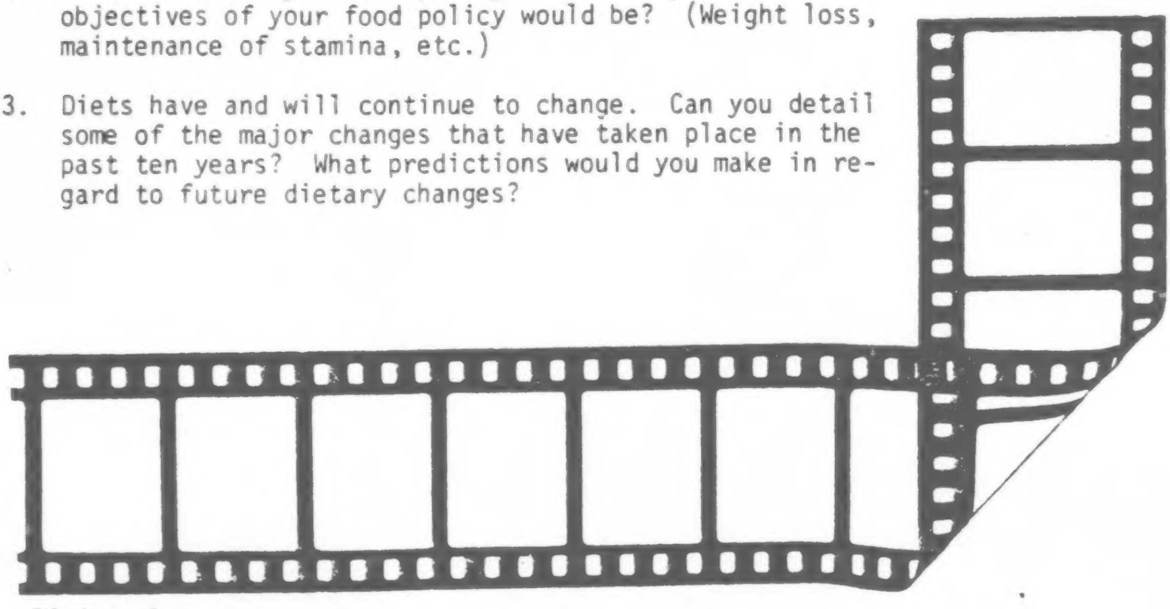
   C. Group pressure

   D. Convenience

   E. Advertising

2. What is meant by a food policy? What do you think the objectives of your food policy would be? (Weight loss, maintenance of stamina, etc.)

3. Diets have and will continue to change. Can you detail some of the major changes that have taken place in the past ten years? What predictions would you make in regard to future dietary changes?



51

Transparency Master #1

Food prices go UP and DOWN!

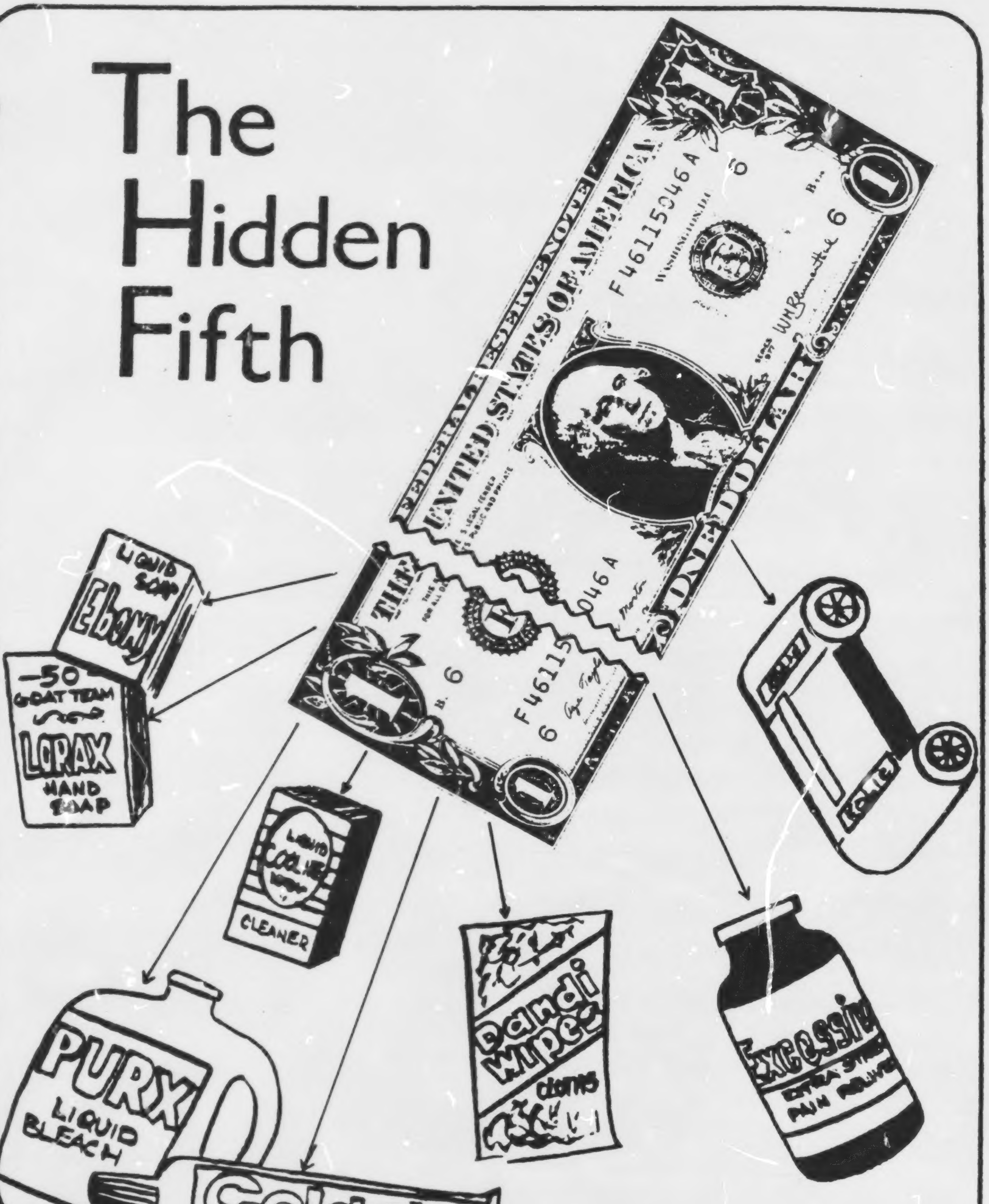
HEALTH CLAIMS ON FOOD SUPPLEMENTS
FARM GROUP FISH ECOLOGY TRIUMPH
OIL PRICES SOAR TO A NEW HIGH
NEWS
FOOD PRICES RISE
ECOLOGY
CROP FAILURE
CONSUMER SPENDS
WORLD FOOD SHORTAGE

WHY?

Super Shoppers:

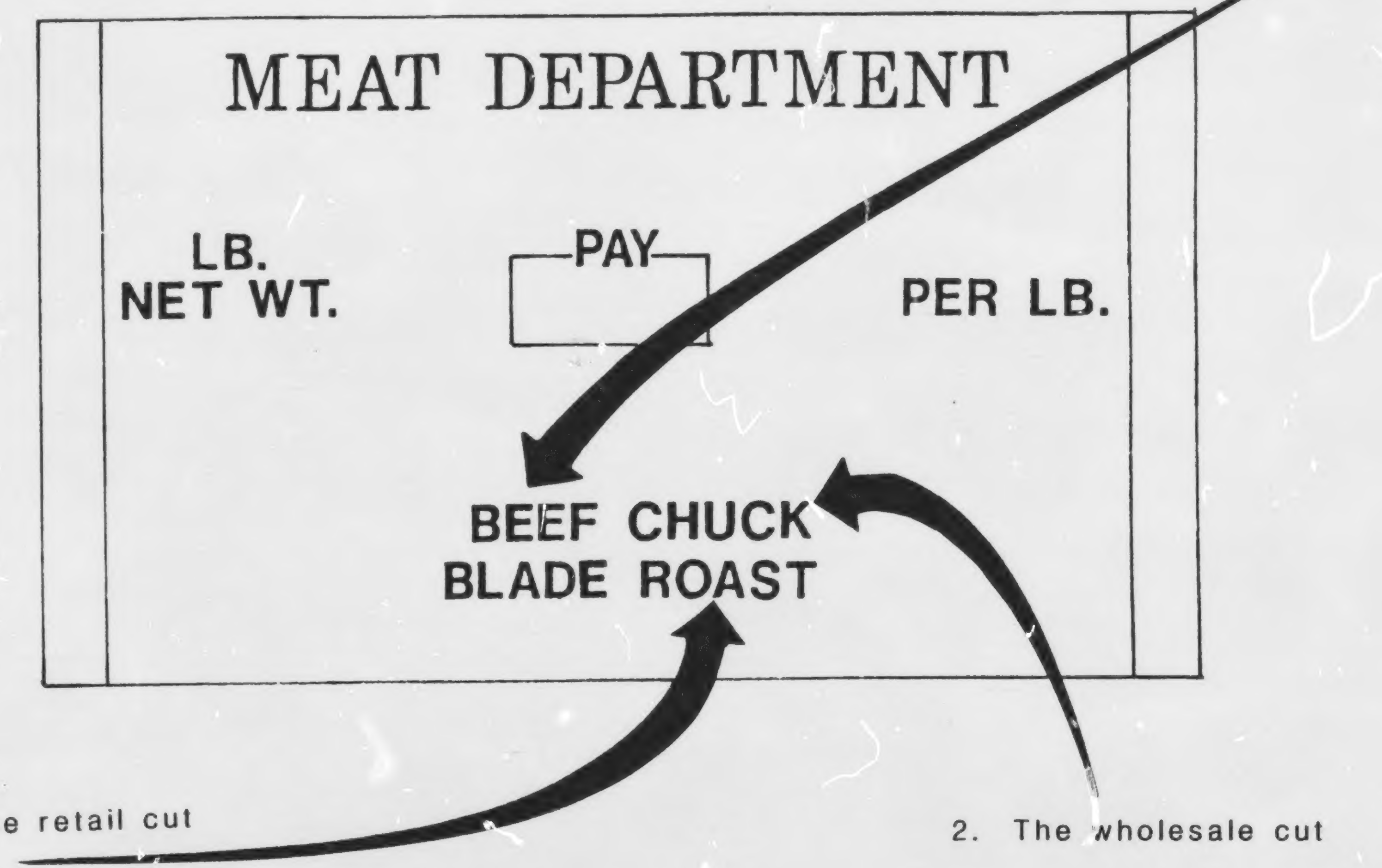
1. PLAN AHEAD.
2. COMBINE ECONOMY WITH NUTRITION.
3. USE COMPARISON SHOPPING.
4. CONTRAST JUNK AND CONVENIENCE FOODS.
5. ARE WISE TO MARKETING TECHNIQUES.
6. STORE FOOD CAREFULLY.

The Hidden Fifth



Transparency Master #4
Food Shopping

Transparency Master #5
Food Shopping



1. The kind of meat

MEAT DEPARTMENT

LB.
NET WT.

PAY

PER LB.

BEEF CHUCK
BLADE ROAST

3. The retail cut

2. The wholesale cut

BAG TIME:

SUPER SHOPPING SKILLS

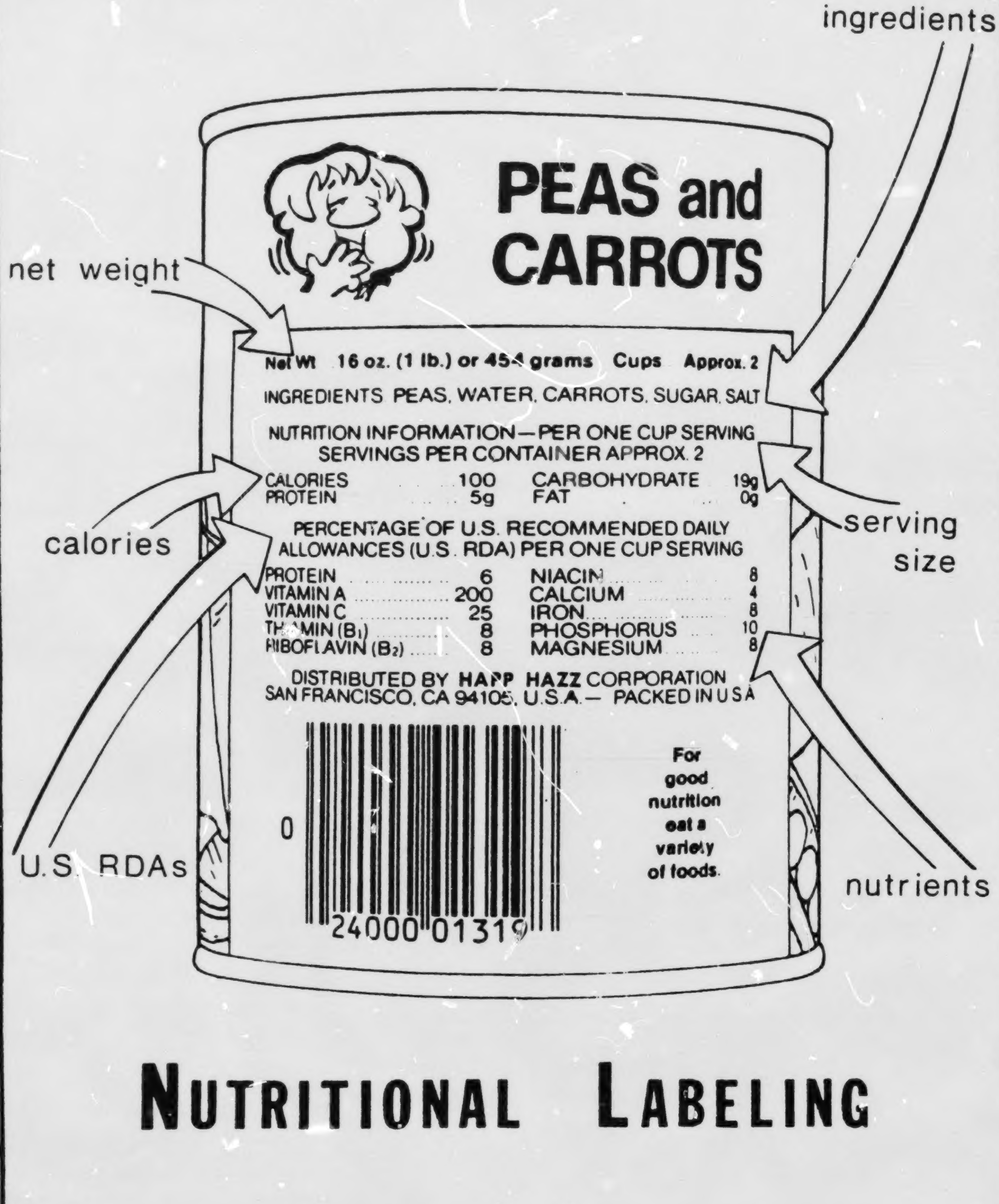
1. Compare unit prices.
2. Check open dates.
3. Read labels.
4. Compare brands.
5. Compare costs in different stores.
6. Understand food standards and grades.

Transparency Master #6
Food Shopping

it's on the label!

Transparency Master #7
Food Shopping

58



PEAS and CARROTS

Net Wt 16 oz. (1 lb.) or 454 grams Cups Approx. 2

INGREDIENTS PEAS, WATER, CARROTS, SUGAR, SALT

NUTRITION INFORMATION—PER ONE CUP SERVING
SERVINGS PER CONTAINER APPROX. 2

CALORIES	100	CARBOHYDRATE	19g
PROTEIN	5g	FAT	0g

PERCENTAGE OF U.S. RECOMMENDED DAILY ALLOWANCES (U.S. RDA) PER ONE CUP SERVING

PROTEIN	6	NIACIN	8
VITAMIN A	200	CALCIUM	4
VITAMIN C	25	IRON	8
THIAMIN (B$_1$)	8	PHOSPHORUS	10
RIBOFLAVIN (B$_2$)	8	MAGNESIUM	8

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SAN FRANCISCO, CA 94105, U.S.A.— PACKED IN U.S.A.

For good nutrition eat a variety of foods.

NUTRITIONAL LABELING

Transparency Master #8
Food Shopping

CONVENIENCE FOODS

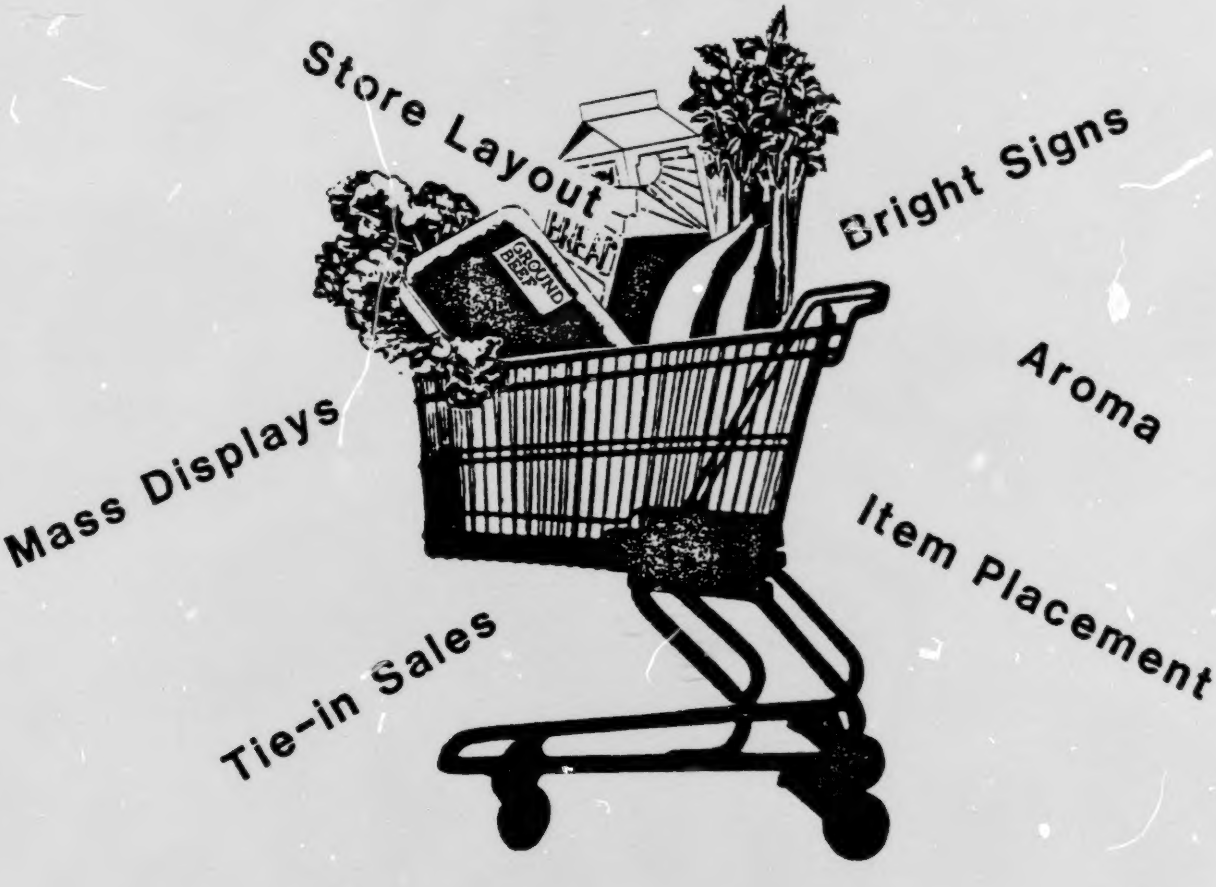
PRO

- FOOD ADDITIVES KEEP FOODS FROM SPOILING.
- READY-MADE MEALS MAY BE CHEAPER WHEN YOU NEED SOME ITEMS.
- PACKAGING KEEPS FOODS FRESHER, PREVENTS DAMAGE IN SHIPPING.
- MORE TIME IS AVAILABLE FOR OTHER ACTIVITIES.

CON

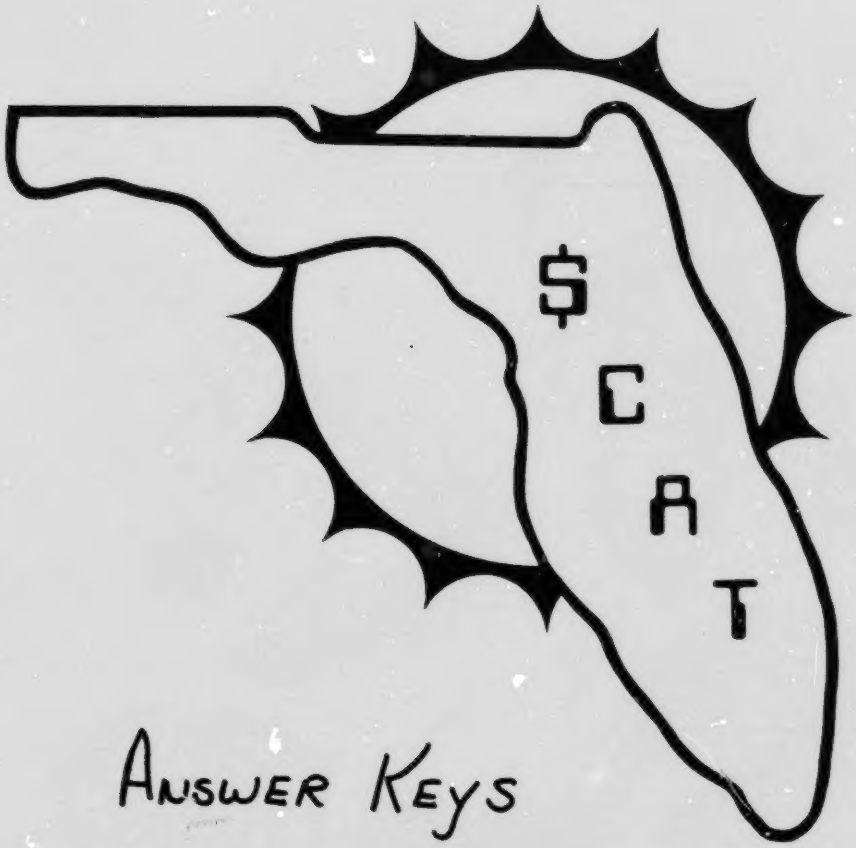
- FOOD ADDITIVES ARE OFTEN UNNECESSARY AND MAY BE DANGEROUS.
- IT'S USUALLY CHEAPER TO BUY THE SEPARATE INGREDIENTS.
- OVER-PACKAGING WASTES VALUABLE RESOURCES.
- FOOD PLANNING AND PREPARATION CAN BE A FAMILY FUN ACTIVITY.

BE A SUPER SHOPPER!



Resist marketing techniques that urge you to buy "on impulse."

Transparency Master #10
Food Shopping



Answer Keys

CLASSROOM TEACHERS ARE AUTHORIZED TO
REPRODUCE THIS ORIGINAL COPY FOR USE
IN THEIR CLASSROOMS.

NAME ______________________

CLASS ______________________

DATE ______________________

Food For Your Brood

1 Ⓐ Ⓑ ● Ⓓ
2 ● Ⓑ Ⓒ Ⓓ
3 Ⓐ ● Ⓒ Ⓓ
4 Ⓐ Ⓑ ● Ⓓ
5 Ⓐ Ⓑ Ⓒ ●
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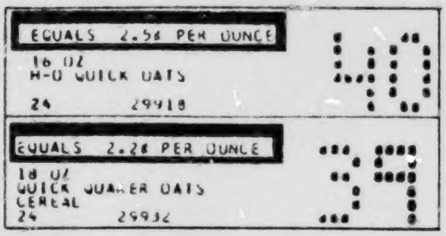
62

UNIT PRICING

ANSWER THE FOLLOWING QUESTIONS, USING INFORMATION GIVEN ON THE UNIT PRICE LABELS:



EQUALS 2.5¢ PER OUNCE
16 OZ
H-O QUICK OATS
24 29918
40

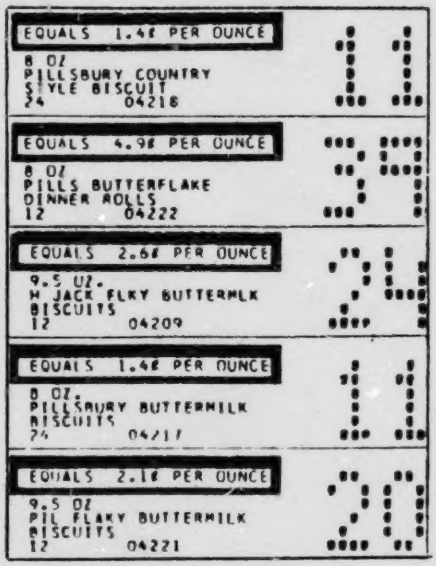
EQUALS 2.2¢ PER OUNCE
18 OZ
QUICK QUAKER OATS
CEREAL
24 29932
39

1. WHICH BOX OF QUICK COOKING OATMEAL GIVES YOU THE MOST CEREAL FOR YOUR MONEY?

QUICK QUAKER OATS

HOW DO YOU KNOW?

CHEAPER UNIT PRICE



EQUALS 1.4¢ PER OUNCE
8 OZ
PILLSBURY COUNTRY
STYLE BISCUIT
24 04218
11

EQUALS 4.9¢ PER OUNCE
8 OZ
PILLS BUTTERFLAKE
DINNER ROLLS
12 04222
39

EQUALS 2.6¢ PER OUNCE
9.5 OZ.
H JACK FLKY BUTTERMLK
BISCUITS
12 04209
24

EQUALS 1.4¢ PER OUNCE
8 OZ.
PILLSBURY BUTTERMILK
BISCUITS
24 04217
11

EQUALS 2.1¢ PER OUNCE
9.5 OZ
PIL FLAKY BUTTERMILK
BISCUITS
12 04221
20

2. HOW MUCH IS AN 8 OZ. CAN OF PILLSBURY COUNTRY STYLE BISCUITS?

11 CENTS

3. WHICH IS THE BETTER BUY OF THE FLAKY BUTTERMILK BISCUITS?

PILLSBURY

4. WHICH OF THE FIVE CANS OF BISCUITS IS THE MOST ECONOMICAL?

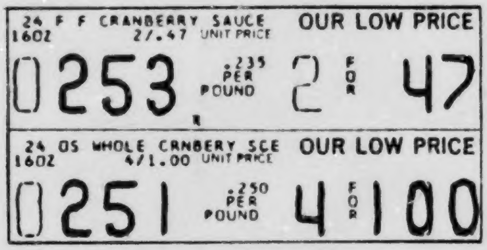
EITHER: PILLSBURY COUNTRY STYLE OR BUTTERMILK

HOW ARE YOU SURE?

CHEAPEST UNIT PRICE

5. HOW MUCH WOULD THREE CANS OF THE PILLSBURY BUTTERFLAKE DINNER ROLLS COST?

$1.17



24 F F CRANBERRY SAUCE
16OZ 2/.47 UNIT PRICE
OUR LOW PRICE
0253 .235 PER POUND 2 FOR 47

24 OS WHOLE CRNBERY SCE
16OZ 4/1.00 UNIT PRICE
OUR LOW PRICE
0251 .250 PER POUND 4 FOR 100

6. WHAT IS THE UNIT PRICE OF THE OCEAN SPRAY CRANBERRY SAUCE?

.250 PER POUND

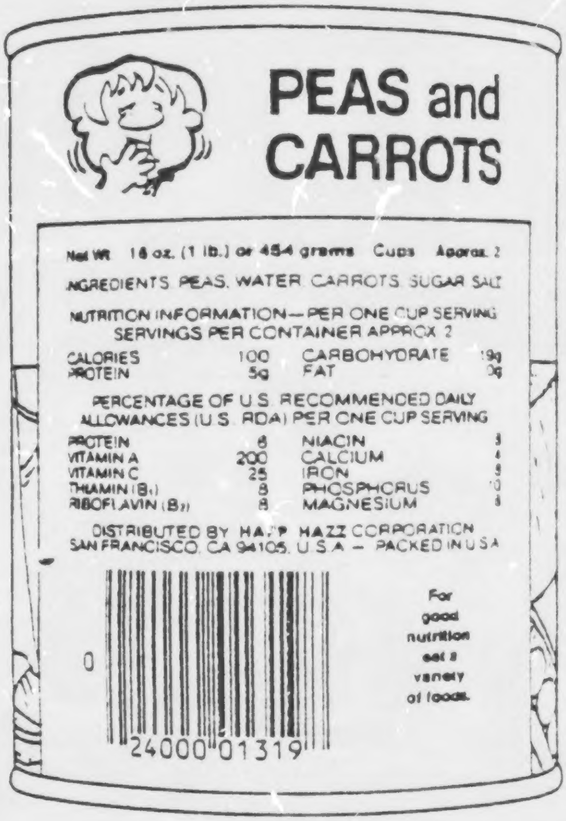
7. HOW MUCH WOULD FOUR CANS OF THE CHEAPER CRANBERRY SAUCE COST?

$ .94

unit pricing

CALCULATE THE UNIT COST FOR EACH ITEM, ROUNDED TO THE NEAREST CENT.
CIRCLE THE UNIT PRICE OF THE MOST ECONOMICAL SIZE.

ITEM	QUANTITY	COST	UNIT PRICE
1. *SLICED PINEAPPLE*	1 lb. 14 oz.	$ .60	[✓ $ .02 @ OZ.] EITHER
	1 lb. 4½ oz.	$ .49	[✓ $ .02 @ OZ.]
	8 oz.	$ .39	$ .05 @ OZ.
2. *LAUNDRY DETERGENT*	5 lb. 4 oz.	$1.69	[✓ $ .02 @ OZ.]
	3 lb. 1 oz.	$1.49	$ .03 @ OZ.
	1 lb. 4 oz.	$ .79	$ .04 @ OZ.
3. *PEANUT BUTTER*	3 lb.	$2.89	$ .06 @ OZ.
	1 lb. 12 oz.	$1.69	$ .06 @ OZ.
	1 lb. 2 oz.	$ .95	[✓ $ .05 @ OZ.]
4. *NONFAT DRY MILK*	20 qts.	$3.29	[✓ $ .16 @ QT.]
	12 qts.	$2.59	$ .22 @ QT.
	8 qts.	$1.89	$ .23 @ QT.
5. *BLEACH*	1½ gal.	$ .89	[✓ $ .59 @ GAL.]
	1 gal.	$ .69	$ .69 @ GAL.
	½ gal.	$ .45	$ .90 @ GAL.
6. *SLICED AMERICAN CHEESE*	16 oz.	$1.65	[✓ $ .10 @ OZ.]
	12 oz.	$1.29	$ .11 @ OZ.
	8 oz.	$ .99	$ .12 @ OZ.



PEAS and CARROTS

Net Wt. 16 oz. (1 lb.) or 454 grams Cups Approx. 2

INGREDIENTS: PEAS, WATER, CARROTS, SUGAR, SALT

NUTRITION INFORMATION—PER ONE CUP SERVING
SERVINGS PER CONTAINER APPROX. 2

CALORIES	100	CARBOHYDRATE	19g
PROTEIN	5g	FAT	0g

PERCENTAGE OF U.S. RECOMMENDED DAILY ALLOWANCES (U.S. RDA) PER ONE CUP SERVING

PROTEIN	8	NIACIN	8
VITAMIN A	200	CALCIUM	4
VITAMIN C	25	IRON	5
THIAMIN (B₁)	8	PHOSPHORUS	10
RIBOFLAVIN (B₂)	8	MAGNESIUM	8

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0 24000 01319

For good nutrition eat a variety of foods.

BE CANNY: KNOW WHAT'S ON THE LABEL!

ARE THE FOLLOWING FOUND ON THIS NUTRITIONAL LABEL?

	YES ✓	NO ✓	IF YES, WHAT IS STATED?
Name of Product	✓		PEAS AND CARROTS
Net Weight	✓		16 OZ. (1 LB.) OR 454 GRAMS
Ingredients	✓		PEAS, WATER, CARROTS, SUGAR, SALT
Serving Size	✓		ONE CUP
Servings per Container	✓		2
Calories	✓		100
Protein (in grams)	✓		5 G.
Carbohydrate	✓		19 G.
Fat	✓		0 G.
U.S. RDA's	✓		PERCENTAGES OF U. S. RDA'S FOR 10 NUTRIENTS
Manufacturer	✓		HAPP HAZZ CORPORATION
Cooking Instructions		109 ✓	

Student Activity Sheet #3
Food Shopping

What's In a Name?

Look at the description for each product. Determine the fractional portion of the product that must be MEAT. Place the NUMBER of the product in its correct box on the right.

1. BEEF STROGANOFF: At least 45% fresh uncooked beef or 30% cooked beef, and at least 10% sour cream or a gourmet combination of at least 7½% sour cream and 5% wine
2. BEEF WITH BARBECUE SAUCE: At least 50% beef (cooked basis)
3. BEEF WITH GRAVY: At least 50% beef (cooked basis)
4. GRAVY WITH BEEF: At least 35% beef (cooked basis)
5. BREADED STEAK, CHOPS, ETC.: Breading can't exceed 30% of finished product weight
6. BREAKFAST (FROZEN PRODUCT CONTAINING MEAT): At least 15% meat (cooked basis)
7. BREAKFAST SAUSAGE: No more than 50% fat
8. BROWN AND SERVE SAUSAGE: No more than 35% fat and no more than 10% added water
9. BRUNSWICK STEW: At least 25% of at least two kinds of meat and/or poultry. Must contain corn as one of the vegetables.
10. BURGUNDY SAUCE WITH BEEF AND NOODLES: At least 25% beef (cooked basis); enough wine to characterize the sauce
11. BURRITOS: At least 15% meat
12. CABBAGE ROLLS WITH MEAT: At least 12% meat
13. CANNELLONI WITH MEAT AND SAUCE: At least 10% meat
14. CAPPELLETTI WITH MEAT IN SAUCE: At least 12% meat
15. CHEESEFURTER: At least 15% cheese
16. CHILI CON CARNE: At least 40% meat
17. CHILI CON CARNE WITH BEANS: at least 25% meat
18. CHILI HOT DOG WITH MEAT: At least 40% meat in chili
19. CHILI MACARONI: At least 16% meat.

MEAT *(less than 1/4)*	**MEAT** *(1/4 to 1/3)*
6, 11, 12, 13, 14, 19	1, 9, 10, 17
MEAT *(1/3 to 1/2)*	**MEAT** *(more than 1/2)*
4, 16, 18	2, 3, 5, 7, 8, 15

Student Activity Sheet #4
Food Shopping

"What do they call the large size, King, Super, or Giant?"

COMPARISON SHOPPING

MULTIPLE CHOICE--WRITE THE LETTER OF THE BEST ANSWER ON THE BLANK AFTER EACH STATEMENT OR QUESTION:

1. The gal shopper in the cartoon is probably confused over (a) the grade (b) the price (c) the label (d) the ingredients. C

2. She could make her wisest choice by (a) getting the manager's advice (b) checking the advertising claims (c) reading the manufacturer's description (d) comparing unit prices. D

3. In which of the following stores would the Super Shopper be *least likely* to stretch the food dollar? (a) supermarkets (b) discount supermarkets (c) convenience stores (d) roadside farmers' markets. C

4. Labels on most food products inform the Super Shopper of all *except* (a) weight (b) additives (c) taste (d) ingredients. C

5. The shield shaped grade mark stamped on meat and other food products is used by the government to (a) establish the quality of the item (b) guarantee the proper weight (c) approve the item for human consumption (d) determine the unit price. A

6. If you were looking for a beef roast for an extra special occasion, which one of the following grades of meat would you want to consider? (a) choice (b) extra fancy (c) prime (d) AA. C

7. If you are shopping for canned tomatoes to use in sphagetti sauce, which of the following might be your best buy? (a) a can with a plain label simply marked TOMATOES and costing 33¢ (b) name brand "X" costing 47¢ (c) name brand "Y" costing 53¢ (d) store brand "Z" costing 39¢. A

8. Which of the cans of tomatoes given as answers for #7 might give the Super Shopper the best buy for tomatoes to put in pepper steak--where appearance also counts? D

9. A quart of milk is stamped JUL 24. That means the (a) milk should be used before July 24 (b) milk should not be sold after that date (c) milk was put into the carton on that date (d) milk was purchased from the dairy on July 24 and processed after that. B

10. Which of the following would be the best buy for the Super Shopper? (a) a quart of milk for 45¢ (b) a half-gallon of milk for 89¢ (c) a gallon of milk for $1.69. C

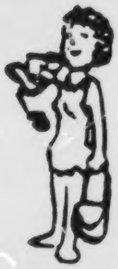
COMPARISON SHOPPING
. . . OR IMPULSE?

READ THE FOLLOWING SITUATIONS. THEN DECIDE IF THE SHOPPER MADE A WISE PURCHASE BASED ON COMPARISON SHOPPING TECHNIQUES . . . OR IF THE SHOPPER MADE A HASTY DECISION, ON IMPULSE. CHECK THE APPROPRIATE BOX AFTER EACH SITUATION.

	COMPARISON SHOPPING	IMPULSE BUYING
1. Willie and Wanda went to the supermarket to pick up some picnic food. They found five brands of potato chips and decided to buy the cheapest kind.	☑	☐
2. Dan remembered the catchy tune advertising a new brand of soda . . . so he purchased a carton of six.	☐	☑
3. While browsing in the supermarket, Jo noticed a new instant breakfast on display which she just "had to have." She bought it.	☐	☑
4. Jack had planned to buy some fresh bananas at his corner grocery store, but while at the supermarket he saw some that were cheaper. He decided to buy the supermarket bananas.	☑	☐
5. Yolando was doing her weekly grocery shopping when she noticed a big display of canned vegetables at the end of an aisle. Always on the lookout for a bargain, she immediately added five cans of peas to her shopping cart.	☐	☑
6. Roger went to the supermarket for a loaf of bread, a carton of milk, and eggs. As he was heading for the checkout register, Roger was stopped by the aroma of fresh baked cookies and decided to get a bag of sugar cookies also.	☐	☑
7. Al and Mary were picking up only items on their shopping list. As they reached for a 5-lb. bag of flour of their regular brand, they noticed a bright red sign attached to the shelf of another brand. Thinking it might be cheaper, they examined the unit price, then bought their regular brand.	☑	☐
8. Mary stopped at the supermarket on the way home from work to get fresh produce for a salad. While carefully selecting lettuce, tomatoes, etc., Mary noticed a jar of Italian salad dressing. Deciding that would be tastier than the dressing she had at home, Mary also bought a large jar of the Italian dressing.	☐	☑

Foodbuyers

READ THE FOLLOWING SITUATIONS. GIVE WAYS EACH SHOPPER COULD POSSIBLY CUT DOWN ON FOOD COSTS. ANSWERS WILL VARY--MAY INCLUDE THE FOLLOWING:



"Living with my husband and me, in addition to our two boys, are my parents. It seems as though every time I go to the supermarket, I never am able to buy everything I want. I notice some women have those cents-off coupons, but I've never gotten the habit of saving them. I always manage to buy enough milk and vegetables, but our favorite meat is beef. My husband just loves his steaks."

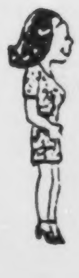
WATCH ADVERTISED SPECIALS--PLAN MEALS ACCORDINGLY; CLIP AND USE COUPONS FOR NEEDED PURCHASES; PLAN MEALS USING SMALLER PORTIONS OF MEAT

"I'm seventy-eight. Been retired now for 13 years. Last year my wife died. You'd think I should get along o.k., just supporting myself, but after paying my living expenses, I don't have much left for food. Small packages of food seem to cost so much more than the big family packages."

WATCH ADVERTISED SPECIALS--PLAN MEALS ACCORDINGLY; INVESTIGATE THE POSSIBILITY OF SHARING LARGER PURCHASES WITH OTHER ELDERLY PEOPLE IN SIMILAR SITUATIONS

"Look at those luscious strawberries. Aren't they just the grandest things to brighten up this dreary January day? Good T-Bones would surely taste good, too. Mom told me I'd have to budget when I got married, but she was wrong. I don't need a shopping list--that limits me from choosing those tempting gourmet items. Besides, a shopping list takes all the fun out of going to the supermarkets. I just love to try all the new items. Bill's just going to have to increase the food budget and quit complaining about our food costs."

START MAKING AND USING A SHOPPING LIST; BUY FRUITS AND VEGETABLES IN SEASON; ELIMINATE MANY GOURMET, EXPENSIVE ITEMS; TRY TO CURB IMPULSE BUYING; EXPERIMENT WITH ELABORATE RECIPES THAT DO NOT USE COSTLY INGREDIENTS



"I'm a traveling saleslady. I am in town only a couple nights a week. I like to entertain friends, but don't have much time to shop or cook. When I shop, I try to pick out the products that require little time to prepare. I always spend more on food than I intend to, but saving time costs money."

TRY COOKING LARGE MEALS WHILE AT HOME, THEN FREEZING SMALLER PORTIONS FOR LATER NEEDS (MAKE OWN CONVENIENCE ITEMS)

"I live alone and have to do all my own shopping and cooking. I find the best time for me to shop is right after work, before going home. I must say I usually buy more than I really need, but the food always looks so good! I know I could probably save money by reading all those little cost labels on the shelves, but I'm tired and just want to buy my groceries and go home."

SCHEDULE SHOPPING TIME WHEN NOT HUNGRY OR TIRED; TAKE THE TIME TO COMPARISON SHOP--ESPECIALLY USING THE UNIT PRICING AVAILABLE

Student Activity Sheet #7
Food Shopping

FOOD FOR YOUR BROOD

FOOD FOR YOUR BROOD CONTAINS MANY IMPORTANT PASSWORDS.
20 OF THESE PASSWORDS ARE LISTED BELOW.
REVIEW THE IMPORTANCE OF EACH TERM IN THE WISE CONSUMER'S SHOPPING STRATEGY AND THEN WRITE THE TERM WHICH MAKES EACH REMINDER CORRECT.

ADDITIVES
CONVENIENCE FOOD
COUPONS
DRAINED WEIGHT
EXPIRATION DATE
FOOD STANDARDS
STORE BRANDS
IMPULSE BUYING
IN SEASON
JUNK FOODS
NUTRIENTS
NUTRITIONAL LABELING
OPEN DATING
PACK DATE
PROTEIN
PULL DATE
RAIN CHECK
SHOPPING LIST
SPECIAL
U.S. RDAs

SUPER SHOPPER REMEMBERS TO:

1. PLAN AHEAD

He uses newspaper ads and his own list of needed items to prepare a SHOPPING LIST before he leaves home.

He uses COUPONS from newspapers, magazines or direct mailing to save on items he needs.

Once in the store, he shops from his list and avoids IMPULSE BUYING.

He asks for a RAIN CHECK when advertised specials are not available.

2. KNOW HIS "DATES"

He is careful not to purchase an item after its PULL DATE.

He uses OPEN DATING as a comparision shopping tool.

He knows the grocer may be able to read the PACK DATE, but he usually can not so is just careful not to use a product after its EXPIRATION DATE.

3. SHOP WISELY

NUTRITIONAL LABELING helps him avoid harmful food ADDITIVES; he watches for store SPECIALS, especially IN SEASON fruits and vegetables; tries to never buy JUNK FOODS; avoids CONVENIENCE FOOD whenever possible because of its high price, and buys STORE BRANDS if he has comparison shopped and found them satisfactory.

Student Activity Sheet #8
Food Shopping

Food prices go UP and DOWN!

You, the consumers, are the last part of a long chain in the distribution of the nation's food. This chain includes farmers, ranchers, processors, transportation companies, distributors, and supermarkets.

Many factors can affect the final price of a food. Everybody along the chain feels the brunt of rising prices and the effects of such things as:

Weather
Inflation
Economic Cycles
Seasonal Factors
Supply and Demand[49]

GIVE AN EXAMPLE OF HOW EACH OF THESE FACTORS CAN AFFECT THE FINAL PRICE OF A FOOD -- THE PRICE THAT WE PAY AT THE CASH REGISTER. ANSWERS WILL VARY--MAY MENTION THE FOLLOWING: WEATHER--GOOD WEATHER→ABUNDANCE OF CROPS→LOWER PRICES; BAD WEATHER→LOW HARVEST→HIGHER PRICES; INFLATION--RISING PROCESSING COSTS→HIGHER PRICES; ECONOMIC CYCLES--PRICES ADJUSTED TO REFLECT CURRENT ECONOMIC PICTURE; SEASONAL FACTORS--HARVEST TIME→ABUNDANCE→LOWER PRICES; HOLIDAY SEASONS--SPECIAL FOODS ADVERTISED→LOWER PRICES; SUPPLY AND DEMAND--AS DEMAND INCREASES AND SUPPLY DECREASES, THE PRICE INCREASES TO DECREASE THE DEMAND

CAN YOU THINK OF OTHER FACTORS THAT COULD AFFECT FOOD PRICES? ANSWERS WILL VARY--MAY MENTION PROCESSING COSTS, INCLUDING ENERGY COSTS; WAGE DEMANDS OF FARMERS, PROCESSING WORKERS AND SUPERMARKET PERSONNEL; ADVERTISING COSTS; SUPERMARKET FACILITIES; ETC.

WHAT CAN YOU DO ABOUT ANY OF THE FACTORS AFFECTING FOOD PRICES? ANSWERS WILL VARY

Remember, you are part of that food chain. Most of the "demand" in "supply and demand" comes from consumers. By becoming SUPER SHOPPERS, you might help reduce demand for higher-priced items and keep prices lower!

WHO NEEDS TO KNOW?

We all spend a lot of money shopping for food in our lifetimes. Read the following list of occupations. If you can, check the ten occupations where people need to know most about SUPERMARKET SURVIVAL. Be ready to defend your choice!

ANSWERS WILL VARY

actor/actress
advisors
alligator wrestler
amusement park worker
assembly line worker
athlete
baby-sitter
bag boy/girl
bank teller
banker
barber
bartender
batboy/girl
bike repairman
boss
bricklayer
busboy/girl
bus driver
caddy
cafeteria helper
carhop
car washer
checker--grocery store
coach
cook
construction flagperson
construction worker
consultant
councilperson
day-care worker
delicatessen owner
delivery person
diplomat
dishwasher
doctor
elevator operator
executive
factory worker
farm hand
flower vendor
foreman/woman
fruit peddler
fruit picker
garbage collector
gas attendant
general
gentleman farmer
golfer
guide
hairdresser
handicrafter
interior decorator
janitor
jockey
laundry worker
law enforcer
lawyer
librarian
lifeguard
lineman
lumberjack
maid
manager
merchant
migrant worker
miner
mother
musician
night clerk
night watchperson
nurse
paperboy/girl
party boat worker
pawnbroker
pharmacist
piano tuner
pilot
politician
popcorn vendor
porter
preacher
president
priest
principal
professor
rabbi
ranch hand
restaurant owner
salesperson
scientist
secretary
security guard
sharecropper
shoemaker
steward/stewardess
superintendent
supervisor
teacher
telephone operator

WISE SHOPPER

Let's assume that you WANT to be a WISE SHOPPER. That's your goal. What do you have going for YOU as a PERSON that will help you to become a wise shopper? BUT....there are forces out-there in the world, and forces within you which somehow work AGAINST your becoming a wise shopper!

Use the following form to work these forces OUT on paper!

YOUR GOAL	THE OPPOSITE OF YOUR GOAL
GETTING ME TO BE A WISE SHOPPER	MY BEING A NOT-SO-WISE SHOPPER
←	
FORCES BLOCKING OR DRIVING AGAINST THE ACHIEVEMENT OF YOUR GOAL.	FORCES SUPPORTING THE ACHIEVEMENT OF YOUR GOAL.
→	
ANSWERS WILL VARY	ANSWERS WILL VARY

How can you overcome the BLOCKING FORCES and become a WISE SHOPPER?

Turn picnics into pictures- at your supermarket photo center.

Food is the least profitable item sold in the supermarket. The trend is toward diversified stores which sell a variety of products. The profit on items such as film and magazines helps keep food prices lower.[1]

Over one-fifth of most people's grocery bill isn't groceries at all. As much as 28 cents of every dollar spent in a supermarket may go for various non-food items.[1]

NAME TEN NON-FOOD ITEMS SOLD IN SUPERMARKETS.

ANSWERS WILL VARY--MAY MENTION PAPER GOODS, COSMETICS, DRUGS, CHARCOAL, SOAP PRODUCTS, BATTERIES, PLANTS, SOCKS, KITCHEN UTENSILS, ETC.

WHEN WOULD "SUPER SHOPPER" BE SMART TO PURCHASE SUCH ITEMS IN THE SUPERMARKET?

ANSWERS WILL VARY--MAY MENTION WHEN IT IS MOST CONVENIENT WHEN THEY ARE CHEAPER, WHEN THE SUPERMARKET IS THE ONLY STORE OPEN, ETC.

WHEN WOULD "SUPER SHOPPER" BE SMART TO PURCHASE SUCH ITEMS IN OTHER TYPES OF STORES?

ANSWERS WILL VARY--MAY MENTION WHEN THEY ARE CHEAPER, WHEN OTHER STORES HAVE A LARGER SELECTION, ETC.

This is a Food Bill?

LET'S TAKE ANOTHER LOOK

On the average, here is how shoppers might have spent $20 in the supermarkets in the mid-seventies. This list includes both food and non-food items. Everything on this list is probably sold in most large food stores today. Use the list to help you answer the following questions:

Baked goods, snacks	$1.14
Beer	.91
Dairy products	1.29
Frozen foods	1.06
Coffee, tea	.52
Wine, distilled spirits	.13
Produce	2.19
Dried fruits, vegetables, milk	.22
Candy	.20
Fresh meat, provisions	3.98
Fresh fish	.14
Puddings	.03
Soft Drinks	.45
Pet foods	.27
Canned Foods	
Fruits	.18
Juices, drinks	.18
Meat, poultry	.22
Seafood	.13
Soups	.12
Vegetables	.28
Milk	.05
Fresh poultry	.57
Baby foods(excluding cereal)	.09
Paper goods	.42
Jams, jellies, preserves	.07
Tobacco products	.75
Cereals, rice	.27
Health, beauty aids(non-RX)	.76
Housewares	.19
Sugar	.15
Soaps, detergents, laundry	.43
Macaroni, spaghetti, noodles	.09
Other household products	.37
Prescriptions	.08
All other general merchandise	1.00
All other edibles	1.07
TOTAL	$20.00

1. PUT A CHECK MARK BESIDE THE ITEMS THAT YOU THINK ARE FOOD ITEMS. COMPARE THE ITEMS CHECKED BY OTHERS IN YOUR CLASS. DID YOU ALL CHECK THE SAME ITEMS? IF NOT, WHY NOT?

   ANSWERS MAY VARY—SOME MAY NOT CONSIDER BEVERAGES, CANDY, ECT., TO BE FOODS.

2. WHAT IS THE TOTAL SPENT FOR THE ITEMS YOU CONSIDERED TO BE FOOD?

   ANSWERS WILL VARY

3. WHAT PERCENT OF THE $20 WAS SPENT FOR THESE FOOD ITEMS?

   ANSWERS WILL VARY

4. WHAT IS THE TOTAL SPENT FOR THE ITEMS YOU CONSIDERED TO BE NON-FOOD?

   ANSWERS WILL VARY

5. WHAT PERCENT OF THE $20 WAS SPENT FOR THESE NON-FOOD ITEMS?

   ANSWERS WILL VARY

6. THIS LIST WAS ADAPTED FROM A 1974 CONSUMER SPENDING STUDY. HOW DO YOU FEEL THE PERCENTAGES SPENT FOR FOOD AND NON-FOOD ITEMS COMPARE TO THE PERCENTAGES SPENT FOR SUCH ITEMS TODAY? WHY?

   ANSWERS WILL VARY

Timely Buyers

Ann Conn gets off work at five. She goes by the supermarket to shop while on the way home. She is tired, a bit hungry, and concerned about her children at home with the "sitter."

Joe is retired these days and he enjoys himself. To beat the crowds, he gets up early and before breakfast rushes off to the market to do the weekly shopping. Those donuts look good at 6:00 AM, before breakfast -- and Joe thinks about them with the steaming cup of coffee waiting back home.

Gee, what a mob. Sally and Carlos are shopping at noon. The store is full of carts. It is hectic. Carlos is feeling the rush. He hurries Sally along. Sally feels the pressure and grabs at things for dinner, breakfast, and lunches.......She will be glad to get home, too.

1. What is going on in each of these situations?

   ANSWERS WILL VARY--MAY MENTION HURRIED SHOPPING, SHOPPING TIRED AND UNABLE TO CONCENTRATE, SHOPPING WHILE HUNGRY, ETC.

2. What do these examples suggest about the wisdom of many of their purchases? Why do you say that?

   ANSWERS WILL VARY--MAY MENTION LITTLE WISDOM PROBABLY USED BECAUSE OF LACK OF TIME AND ATTENTION WHILE SHOPPING

3. Have you ever been in a similar situation? What happened to your purchasing wisdom?

   ANSWERS WILL VARY

How would a SUPER SHOPPER avoid such problems?????

ANSWERS WILL VARY--MAY MENTION DETAILED SHOPPING LISTS, PLANNED SHOPPING TIMES, ETC.

~~18~~ 74

Review Time

Super Shoppers:

1 *PLAN AHEAD.*

CLUES ACROSS

1. Over one-________ of most grocery bills is not for food.
3. Shop ________, rather than with children, spouse, or friends.
6. Purchasing something on the spur-of-the-moment is called ___________ ___________.

CLUES DOWN

2. Don't shop for food when you are tired or ___________.
4. Studies show that consumers spend 50 cents for every _______ they are in the supermarket beyond a half hour.
5. Before shopping, make a shopping _________.
7. Make the grocery store your ________ shopping stop.

					1 F	I	F	T	2 H			
									U			
						3 A	L	O	N	E		
									G		4 M	
5 L									R		I	
6 I	M	P	U	7 L	S	E	B	U	Y	I	N	G
S				A							U	
T				S							T	
				T							E	

Food prices are a continual subject of complaints--probably because everybody has to eat! However, it is interesting to compare the number of hours the average person had to work in 1776 to the required time in 1976 in order to earn enough money to buy basic foods. For instance, to buy one pound of butter (454 grams), the 1776 workers had to put in 12 hours, while their 1976 counterparts only had to work 12 minutes! Only one-fourth as many hours had to be worked in 1976 as in 1776 to buy equivalent amounts of beef or pork, about one-tenth as many for sugar, about one-fifth for flour, or about one-half for molasses.[18] What do you think about these statistics? What about present grocery prices?

ANSWERS WILL VARY

What Are You Paying for Protein?

Protein is one of our most expensive nutrients. In 1977, 33 percent of every food dollar went for protein-rich foods--meat, poultry, and fish. This is the largest percentage spent for any single category of food. Knowing how to judge protein sources in terms of nutritional value is one sure way to get the most for your food dollar.

NUTRITIONISTS USE 20 GRAMS OF PROTEIN AS A STANDARD SERVING AND USUALLY RECOMMEND TWO TO THREE SERVINGS A DAY. HERE ARE FOOD PORTIONS CONTAINING APPROXIMATELY 20 GRAMS OF PROTEIN.[6,9,55] DETERMINE THE COST FOR EACH SERVING. THEN ANSWER THE QUESTIONS ON THE NEXT PAGE. (Visit a local supermarket or check newspaper ads. Find the price for the market unit indicated. Then multiply that price by the decimal amount needed for 20 grams of protein. This gives you the cost per serving. Round all answers to nearest cent.)

FOOD	MARKET UNIT	PRICE PER MARKET UNIT	PART OF MARKET UNIT TO GIVE 20 GRAMS OF PROTEIN	COST OF 20 GRAMS OF PROTEIN
Peanut butter	12 oz.		.23	
Veal cutlets	lb.		.21	ANSWERS WILL
Turkey, ready-to-cook	lb.		.35	VARY; DEPEND
Ham, canned	lb.		.24	ON PRESENT SELL-
Ocean perch, fillet	lb.		.36	ING PRICES OF
Frankfurters	lb.		.36	FOODS LISTED
Milk, whole fluid	½ gal.		.29	
Bologna	8 oz.		.73	
Hamburger	lb.		.24	
Dry beans	lb.		.24	
Pork loin roast	lb.		.33	
Beef chuck roast, bone-in	lb.		.35	
Bacon, sliced	lb.		.52	
Chicken, whole	lb.		.37	
Bread, white enriched	lb.		.51	
Round beefsteak	lb.		.22	
Pork sausage	lb.		.52	
Eggs, large	doz.		.25	
Lamb chops, loin	lb.		.31	
Chicken, breasts	lb.		.25	
Beef liver	lb.		.24	
Bean soup, canned	11½ oz.		.96	
Tuna, canned	6½ oz.		.44	
Ham, whole	lb.		.29	
American process cheese	8 oz.		.38	

ANSWER THE FOLLOWING QUESTIONS USING THE INFORMATION YOU DETERMINED ON THE LAST PAGE FOR THE COSTS OF VARIOUS PROTEIN FOODS:

1. Name four protein sources you found to be inexpensive.

ANSWERS WILL VARY

2. Name four protein sources you found to be the most expensive.

ANSWERS WILL VARY

3. Do the cheaper sources of protein provide a high or low quality of protein? If a low quality, how could you prepare and serve the food to improve the protein value?

ANSWERS WILL VARY

4. Name some ways SUPER SHOPPERS could use this information about protein quality and costs.

ANSWERS WILL VARY

BEFORE YOU BUY MEAT: FIND THE COST PER SERVING

Possibly the largest share of the food dollar goes for meat. So it is wise to plan your other purchases around the best meat buys. But finding the best buy in meat takes more than guesswork. You need to know the COST PER SERVING.

Meat prices vary according to tenderness, amount of fat and bone, and consumer demand. Normally, cuts of meat with the bone still in cost less per pound than cuts without the bone.

But, since you can't eat the bone, cuts without the bone may actually cost less per serving.

The chart on the next page can be used to help you plan your meat purchases. One example will show how the chart works:

> *Ground beef sells for $1.69 a pound (see top line of the chart). The first number to the right of "ground beef" on the chart tells us that one pound of ground beef will serve 4 people. By running your finger across from "ground beef" on the left side of the chart until you reach the column under 169, you will come to the number 42. This tells you that ground beef at $1.69 per pound will cost 42¢ for each serving.*
>
> *Let's check your understanding. If chicken breasts sell for $1.29 per pound, what is the cost per serving? Did you get 32¢ per serving as your answer? If not, ask for help in reading this chart.*

Get the most meat for your money!

RETAIL CUTS	SERVINGS PER POUND	PRICE PER POUND (CENTS) 49	69	89	109	129	149	169	189	209	229	249	269	289	309	329	349	369
		COST PER SERVING																
BEEF																		
porterhouse, T-bone, rib steak; chuck (blade) roast--bone-in; rib roast--bone-in; short ribs	2	25	35	45	55	65	75	85	95	105	115	125	135	145	155	165	175	185
sirloin steak	2½	20	28	36	44	52	60	68	76	84	92	100	108	116	124	132	140	148
round steak--bone-in; rib eye roast; rump or sirloin roast	3	16	23	30	36	43	50	56	63	70	76	83	90	96	103	110	116	123
ground beef; cubed steak; heart; liver; kidney; tongue; stew meat--boneless; frankfurters	4	12	17	22	27	32	37	42	47	52	57	62	67	72	77	82	87	92
LAMB																		
breast, shank	2	25	35	45	55	65	75	85	95	105	115	125	135	145	155	165	175	185
shoulder roast--bone-in	2½	20	28	36	44	52	60	68	76	84	92	100	108	116	124	132	140	148
loin, rib, shoulder chops; leg of lamb--bone-in	3	16	23	30	36	43	50	56	63	70	76	83	90	96	103	110	116	123
PORK--FRESH																		
spare ribs	1⅓	37	52	67	82	97	112	127	142	157	172	187	202	217	232	247	262	277
loin or rib roast	2	25	35	45	55	65	75	85	95	105	115	125	135	145	155	165	175	185
Boston butt--bone-in; blade steak	3	16	23	30	36	43	50	56	63	70	76	83	90	96	103	110	116	123
sausage; center cut or rib chops	4	12	17	22	27	32	37	42	47	52	57	62	67	72	77	82	87	92
PORK--CURED																		
picnic--bone-in	2	25	35	45	55	65	75	85	95	105	115	125	135	145	155	165	175	185
ham--fully cooked:																		
bone-in	3½	14	20	25	31	37	43	48	54	60	65	71	77	83	88	94	100	105
boneless and canned	5	10	14	18	22	26	30	34	38	42	46	50	54	58	62	66	70	74
POULTRY																		
turkey, under 12 lbs.	1	49	69	89	109	129	149	169	189	209	229	249	269	289	309	329	349	369
broiler, ready-to-cook; turkey, 12 lbs. and over	1⅓	37	52	67	82	97	112	127	142	157	172	187	202	217	232	247	262	277
chicken legs, thighs	3	16	23	30	36	43	50	56	63	70	76	83	90	96	103	110	116	123
chicken breasts	4	12	17	22	27	32	37	42	47	52	57	62	67	72	77	82	87	92

36, 75

NOTE: The wide range of prices per pound is given to allow for both high and low cost meats and poultry. For prices not given, use multiples of a lower figure.

1. Store X has a three pound canned ham advertised for $5.67. How many servings could you expect to get from the ham? What would be the cost of each serving?

   5 SERVINGS; $1.89 @ POUND = $.38 @ SERVING

2. Store Y is advertising turkeys over 12 pounds for 69¢ a pound. Would that be a better buy than the ham? Why?

   NO, THE TURKEY WOULD COST $.52 @ SERVING

Getting the Most from Freezer Beef Buys

When figuring costs in buying a whole side or quarter of beef for the freezer, remember that the price usually given is on a "carcass weight" basis. The true cost of edible meat per pound will be more than the advertised price because a certain amount of weight is lost in the fat and bones that will be trimmed away before the beef is wrapped.[25] Here are some points to remember:

- *There's a lot more on a side of beef hanging "on the rack" than meat alone--about one-third is unusable bone and fat.* YOU BUY AND PAY FOR IT ALL!
- *The dressed weight (or usable portion) of a beef carcass is only about 60 percent of its "on hoof" weight.*
- *Yield Grades give you a good idea of how much usable beef is in a carcass and can help you determine the true cost of the meat.*

Yield Grade	Boneless Red Meat
1	82.0%
2	77.4%
3	72.8%
4	68.2%
5	63.6%

Use the following formula to estimate your true cost before buying, or to calculate your exact cost after you've purchased the beef:[21]

$$\frac{\text{Total cost of carcass, side or wholesale cut} + \text{Total cost of cutting and wrapping}}{\text{Estimated or actual pounds of usable beef}} = \text{Cost per pound of usable beef}$$

For example: Suppose you see advertised a freezer beef special for 64 cents a pound for Yield 2 beef. Cutting and wrapping will cost an additional 13 cents a pound. You decide to buy a side weighing 321 pounds. What is the "true cost" per pound?

$$\frac{(321 \text{ x } 64¢ = \$205.44) + (321 \text{ x } 13¢ = \$41.73)}{(321 \text{ x } 77.4\%) = 248 \text{ pounds}} = \$1.00/\text{pound}$$

Exercises

1. What would be the "true cost" of a side of beef advertised for 90 cents a pound, including the cost of wrapping, if the sides average 320 pounds and are graded Yield 3?

$$\frac{(320 \text{ x } 90¢)}{320 \text{ x } 72.8\%} = \frac{288}{232.96} = \$1.24$$

2. Mr. Jonas bought a hindquarter of beef for \$1.29 a pound. He had to pay an additional 10 cents a pound to have it cut and wrapped. When he purchased the hindquarter, it weighed 165 pounds, but the meat he took home only weighed 120 pounds. How much per pound did he actually pay?

$$\frac{165 \text{ x } \$1.39}{120} = \$1.91$$

The following questions refer to the advertisement on the right:

FREEZER BEEF SALE

This Week Only!

SIDES	320-330 lb. avg.	**$1.48** LB.
FOREQUARTERS	160-170 lb. avg.	**$1.38** LB.
HINDQUARTERS	160-170 lb. avg.	**$1.58** LB.

SUBJECT TO CUTTING LOSS YIELD 2

3. What does SUBJECT TO CUTTING LOSS mean?

LOSS DUE TO UNUSABLE BONE AND FAT

4. If you want to buy a side of beef, what is the most you could expect to pay?

330 x $1.48 = $488.40

5. How much usable meat would you probably get in a side of beef?

330 x 77.4% = 255 lbs.

6. Upon going to the store, you discover that they charge an additional 11 cents a pound to cut and wrap the meat. Now, what is the most you could expect to pay for a side of beef?

$488.40 + (330 x $.11) = $524.70

7. You decide to purchase a side weighing 325 pounds. How much do you have to pay the store?

325 x $1.59 = $516.75
(INCLUDING WRAPPING)

8. How much are you really paying per pound for the meat?

$$\frac{\$516.75}{325 \times 77.4\%} = \frac{\$516.75}{252} = \$2.05$$

9. Why do you think the cost given for forequarter meat is cheaper than the cost for hindquarter meat?

THE FOREQUARTER CONTAINS MORE OF THE LESS DESIRABLE CUTS OF MEAT

Deciding about Freezer Beef Buys

You have learned how to figure the true cost of buying beef by the quarter or side. You can compare that cost to the cost of buying beef in the supermarket. However, there are more points to consider when deciding whether or not to make such a purchase. You may want to also consider:

FREEZER CAPACITY AND AVAILABILITY
CUTS OF MEAT NORMALLY EATEN
AMOUNT OF MEAT YOUR FAMILY CAN USE WITHIN A SAFE STORAGE PERIOD
REPUTATION OF DEALER

Can you think of other points to consider?

ANSWERS WILL VARY

Is freezer beef buying a good idea for you? List the reasons "for" or "against" freezer beef buying:

FOR FREEZER BEEF BUYING	AGAINST FREEZER BEEF BUYING
ANSWERS WILL VARY	ANSWERS WILL VARY

Look over your reasons. What do you think? Is freezer beef buying a good idea for you? Why?

ANSWERS WILL VARY

Shopping For Vegetables And Fruits

The search for the best buy in fruits and vegetables extends to several departments of the supermarket--to the fresh produce, canned goods, frozen foods, and even the dehydrated food sections.

SUPER SHOPPERS get the most vegetables and fruits for their money!

How Much To Buy

FRESH VEGETABLES	*Servings per pound as purchased*
Asparagus	3 or 4
Beans, lima (in pods)	2
Beans, snap	5 or 6
Beets, diced (without tops)	3 or 4
Broccoli	3 or 4
Brussels sprouts	4 or 5
Cabbage:	
Raw, shredded	9 or 10
Cooked	4 or 5
Carrots:	
Raw, diced or shredded (without tops)	5 or 6
Cooked	4
Cauliflower	3
Celery:	
Raw, chopped or diced	5 or 6
Cooked	4
Kale (untrimmed)	5 or 6
Okra	4 or 5
Onions, cooked	3 or 4
Parsnips (without tops)	4
Peas (in pods)	2
Potatoes	4
Spinach (prepackaged)	4
Squash, summer	3 or 4
Squash, winter	2 or 3
Sweetpotatoes	3 or 4
Tomatoes, raw, diced or sliced	5
FROZEN VEGETABLES	*Servings per package (9 or 10 oz).*
Asparagus	2 or 3
Beans, lima	3 or 4
Beans, snap	3 or 4
Broccoli	3
Brussels sprouts	3
Cauliflower	3
Corn, whole kernel	3
Kale	2 or 3
Peas	3
Spinach	2 or 3
CANNED VEGETABLES	*Servings per can (16 oz.)*
Most vegetables	3 or 4
Greens, such as kale or spinach	2 or 3
DRY VEGETABLES	*Servings per pound*
Dry beans	11
Dry peas, lentils	10 or 11

THE CHART BELOW WILL HELP YOU ANSWER THE FOLLOWING QUESTIONS:

1. What can you say is usually true about the yield from a 9 or 10 ounce package of frozen vegetables and a 16 ounce can of that same vegetable?

   APPROXIMATELY THE SAME YIELD

2. A supermarket is selling fresh spinach for 79¢ a pound, frozen spinach at 2 for 89¢, and canned spinach at 49¢. If you want to buy enough for 4 servings, what would be the best buy?

   THE FRESH SPINACH

3. You need 3 or 4 servings of corn. The supermarket has canned corn on sale--two 16 oz. cans for 59¢. Frozen packages cost 3 for 99¢. Which is the better buy?

   THE CANNED CORN

FRESH FRUIT	*Servings per market unit as purchased*
Apples	3 or 4 per. pound
Bananas	
Peaches	
Pears	
Plums	
Apricots	5 or 6 per pound
Cherries, sweet	
Grapes, seedless	
Blueberries	4 or 5 per pint
Raspberries	
Strawberries	8 or 9 per quart
FROZEN FRUIT	*Servings per package (10 or 12 oz.)*
Blueberries	3 or 4
Peaches	2 or 3
Raspberries	2 or 3
Strawberries	2 or 3
CANNED FRUIT	*Servings per can (16 oz.)*
Served with liquid	4
Drained	2 or 3
DRIED FRUIT	*Servings per package (8 oz.)*
Apples	8
Apricots	6
Mixed fruits	6
Peaches	7
Pears	4
Prunes	4 or 5

1. How does the economic theory of "supply and demand" apply to seasonal buying of fresh produce?

   LARGE SUPPLY OF PRODUCE "IN SEASON" SHOULD REDUCE PRICE IN ORDER TO INCREASE THE DEMAND

2. Which fruits and vegetables are readily available all year?

   AVOCADOS, BANANAS, LEMONS, CABBAGE, CARROTS, CELERY, LETTUCE, ONIONS, GREEN PEPPERS AND WHITE POTATOES

3. Choose a favorite fruit and vegetable. Find out when they are "in season" in your locality and compare the time to the months given on the chart.

   ANSWERS WILL VARY

4. Certain fruits and vegetables are connected with traditional holidays. Name a holiday or special season most often connected with these items and determine if the fruits or vegetables should be readily available at that time:

   a. cranberries
      THANKSGIVING/CHRISTMAS--
      YES

   b. pumpkins (form of winter squash)
      HALLOWEEN/THANKSGIVING--
      YES

   c. watermelon
      SUMMER PICNICS/4TH OF JULY--
      YES

   d. apple cider
      HALLOWEEN/AUTUMN--
      YES

5. Name three fruits which are likely to be "in season" during winter months.

   ANSWERS WILL VARY

6. Name three vegetables which are likely to be "in season" during summer months.

   ANSWERS WILL VARY

7. If you operated a fruit and vegetable stand in your locality, during which month would you probably have the greatest variety of items to sell? Which month would be a good one to go on vacation?

   ANSWERS WILL VARY

Review Time

Super Shoppers:

2 COMBINE ECONOMY WITH NUTRITION.

CIRCLE THE LETTER OF ALL THE CORRECT MULTIPLE CHOICE ANSWERS FOR EACH OF THESE INCOMPLETE SENTENCES. (There may be more than one correct answer per question.)

1. Most Americans eat
   [✓ a.] more protein than they really need.
   b. just as much protein as their bodies require.
   c. less protein than they should.

2. A high-quality protein is provided by
   a. 2 slices of bread.
   [✓ b.] a peanut butter sandwich and a glass of milk.
   [✓ c.] a slice of roast beef.

3. Average food shoppers spend about ________ of their food money on protein foods.
   [✓ a.] 1/3
   b. 1/2
   c. 3/4

4. To get the most meat for your money, you need to
   a. always buy enough meat for 6 oz. servings.
   b. buy large cuts of meat without a bone.
   [✓ c.] compare the cost per serving and buy accordingly.

5. To determine the true cost per pound of buying a side of beef, you need to know
   [✓ a.] the yield grade.
   b. the weight of the animal before it is slaughtered.
   [✓ c.] the cost of the meat, plus any additional costs for cutting and wrapping.

6. Buying foods in season applies mainly to
   a. milk and dairy products.
   [✓ b.] fruits and vegetables.
   c. breads and cereals.

(Continued on next page)

7. A disadvantage of buying foods when they are not in season is that
   [✓ a.] the price will probably be higher.
   b. they will spoil more easily.
   c. they will be more readily available.

8. A true statement about the seasonal buying of produce is that
   a. all fruits and vegetables are in season during the summer.
   b. all fruits and vegetables are higher in price in the winter.
   [✓ c.] during every month of the year, you should be able to find some fruit or vegetable that is in season.

9. Multiple pricing refers to
   a. selling items at prices higher than those advertised.
   [✓ b.] marking items as a group--for example, 2 for 49¢.
   c. giving "rain checks" for advertised items not in stock.

10. The federal agency which issues rules about food advertisements is
   [✓ a.] the Federal Trade Commission.
   b. the Food and Drug Administration.
   c. the Department of Agriculture.

A. Eggs are priced by weight, and here is a good "rule of thumb" to help you buy the most egg for your money: IF THE DIFFERENCE IN PRICE IS LESS THAN 7¢ BETWEEN ONE SIZE AND THE NEXT SIZE, BUY THE LARGER SIZE.[16] Using that as a guideline, which would be the best buy?

Medium eggs selling for 56¢ a dozen
Large eggs selling for 65¢ a dozen
[✓ Extra-large eggs selling for 71¢ a dozen]

USE NEWSPAPER ADVERTISEMENTS OF SUPERMARKETS IN YOUR AREA TO ANSWER THE FOLLOWING QUESTIONS:

B. Are any stores advertising the same products? If so, list the products and the advertised prices. Is there one store that seems consistently cheaper?

ANSWERS WILL VARY

C. Choose three advertised items from one supermarket. Find out if these items are really "on sale." How did you determine that?

ANSWERS WILL VARY

D. Do any of the stores place a limit on the number of specials you can buy? If so, how do they do it?

ANSWERS WILL VARY

E. Find three cuts or types of meat or poultry listed on page 23 that are also advertised. Using the servings per pound as your guide, calculate the cost of a serving of each.

ANSWERS WILL VARY

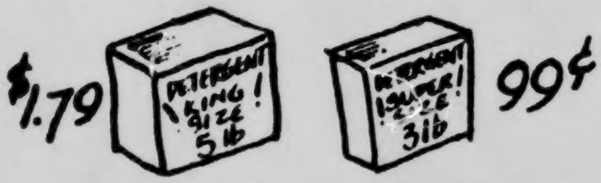
F. Using the serving sizes from page 21 and the meat chart on page 23 as guides, what protein food advertised would be a BEST BUY for your money? Why do you say that?

ANSWERS WILL VARY

Unit pricing is great for consumers, but unit price comparisons do have some limitations. For example, it is difficult to compare the unit prices between canned and frozen foods unless you know the drained weight of the canned food and do not include the weight of the packing liquid.

WHAT HAPPENS WHEN YOU GO TO A STORE WITHOUT UNIT PRICING? HOW DO YOU FIND THE BEST BUY ON YOUR OWN?

$$\text{Unit price} = \frac{\text{Price}}{\text{Amount of Product}}$$



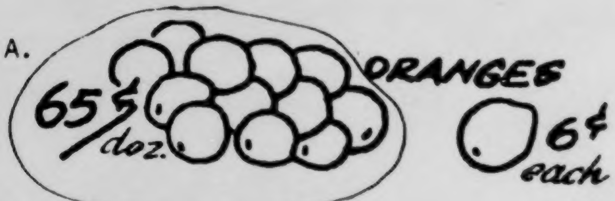
```
   $ .358 = $.36         $.33
5)$1.790               3)$.99
   1 5                    9
    29                     9
    25                     9
     40
     40
```

Obviously, the 3 pound box at 33¢ per pound is the better buy.

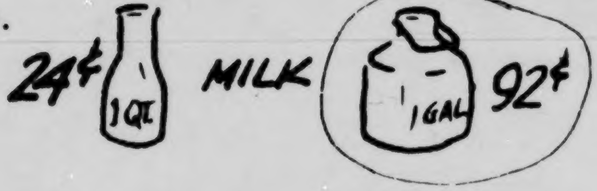
TRY YOUR HAND AT THESE:

Use the formula shown above and your math skills to find the better buy in each pair. Circle the size giving the most for your money.

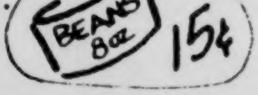
A.



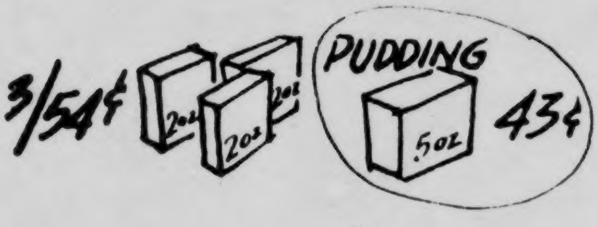
B.

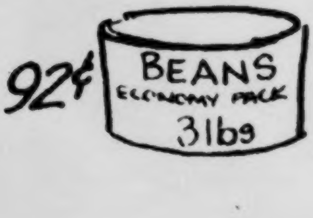


C.



D.





THE SUPER SHOPPER KNOWS THAT THE PRINCIPLE OF UNIT PRICING CAN APPLY TO MANY TYPES OF PURCHASES.

DETERMINE THE UNIT PRICE OF EACH OF THE FOLLOWING ITEMS TO THE NEAREST TENTH OF A CENT. ASSUME THAT THE ITEMS ARE OF THE SAME QUALITY AND CIRCLE THE LETTER OF THE SIZE THAT IS THE BETTER BUY.

ITEM	SIZE	DESCRIPTION	COST	UNIT PRICE
1. Candy bars	A	bag of 12	$1.56	$ .13 per bar
	[✓ B]	bag of 10	1.00	.10 per bar
2. Shampoo	A	15 oz. bottle	.50	.03 per oz.
	ABOUT THE SAME			
	B	16 oz. bottle	.54	.03 per oz.
3. Peanuts	A	12 oz. can	.68	.06 per oz.
	ABOUT THE SAME			
	B	8 oz. jar	.50	.06 per oz.
4. Theme books	[✓ A]	package of 3	1.00	.33 each
	B	package of 4	1.34	.34 each
5. Pencils	A	package of 30	1.19	.04 each
	ABOUT THE SAME			
	B	package of 25	.98	.04 each
6. Pens	[✓ A]	package of 5	.77	.15 each
	B	package of 4	.62	.16 each
7. Markers	A	package of 6	.77	.13 each
	[✓ B]	package of 5	.62	.12 each
8. Notebook	A	144 pages	1.59	.01 per page
ALTHOUGH EACH UNIT PRICE IS ABOUT THE SAME, TWO PACKAGES OF 70 ONLY COST $1.00, $.59 CHEAPER AND ONLY FOUR PAGES LESS	[✓ B]	70 pages	.50	.01 per page
9. White glue	[✓ A]	8 oz. bottle	1.19	.15 per oz.
	B	10 oz. bottle	1.59	.16 per oz.
10. Cola	[✓ A]	32 oz. bottle	.37	.01 per oz.
	B	8 12 oz. bottles	2.06	.02 per oz.

Pull Date or Shelf Removal Date

TELLS THE DATE AFTER WHICH THE PRODUCT CANNOT BE SOLD AS FRESH. MILK AND GRADE A DAIRY PRODUCTS MUST BE REMOVED FROM THE SHELF AFTER REACHING THE PULL DATE. THIS IS THE KIND OF OPEN DATE THAT IS USED MOST OFTEN. IT ALLOWS A REASONABLE TIME FOR HOME USE AND STORAGE UNDER PROPER CONDITIONS.

Quality Assurance or Freshness Date

TELLS THE "USE BEFORE" DATE, THE LENGTH OF TIME THE PROCESSOR THINKS THE PRODUCT WILL BE AT PEAK QUALITY. GENERALLY, THE FOOD MAY BE SAFELY USED FOR A REASONABLE PERIOD OF TIME AFTER THAT BUT WILL NO LONGER BE OF TOP QUALITY.

Expiration Date

TELLS THE LAST DATE ON WHICH A PRODUCT SHOULD BE USED. THE EXPIRATION DATE IS SELDOM USED BECAUSE IT IS SIMPLY NOT POSSIBLE TO STATE EXACTLY WHEN A PRODUCT WILL BECOME UNACCEPTABLE.[28, 50, 62]

50 lbs.
50 lbs.

Now check your understanding of the four types of open dating. Match the dates on the left with the correct open dating type by drawing a line to connect them.

MAY NOT BE SOLD AFTER 5/18/89
USE BEFORE 5/18/89
NOT GOOD AFTER 5/18/89
CANNED 5/18/89

PACK DATE
PULL DATE
QUALITY ASSURANCE DATE
EXPIRATION DATE

Sometimes you will see "code dates" which are codes used by manufacturers and supermarkets for product identification and rotation.[28] Consumers are not supposed to understand them, but some manufacturers have given consumer groups information on how to decode their systems. Understanding the code used by a particular manufacturer could help consumers know if a can of food hidden on the back of a pantry shelf is still safe to eat. One example of a code date is given at the right.

Sample Code (first 4 digits):

F629

month (Nov)	year (1976)	day (29th)
H-Jan	M-May	D-Sept
J-Feb	A-Jun	E-Oct
K-Mar	B-Jul	F-Nov
L-Apr	C-Aug	G-Dec

LET'S SEE HOW WELL YOU UNDERSTAND THE INFORMATION PRINTED ON FOOD LABELS.

**BEFORE EACH TRUE STATEMENT, WRITE THE LETTER "T."
BEFORE EACH FALSE STATEMENT, WRITE THE LETTER "F."
CORRECT THE FALSE STATEMENTS TO MAKE THEM TRUE.**

T 1. Calories per serving must be shown on the nutrition information label.

F 2. Nutrition labeling forces everyone to eat foods that are good for them. (DOES NOT FORCE ANYONE TO EAT FOOD)

F 3. Nutrition labeling is required for all foods. (FOR ALL FOODS TO WHICH A NUTRIENT IS ADDED OR WHICH MAKES A NUTRITIONAL CLAIM)

T 4. The nutrition information panel tells how many servings or portions there are in the container.

F 5. Percentages of U.S. RDA's for all vitamins and minerals present in the food must be shown on the nutrition label. (MUST SHOW ONLY SPECIFIED NUTRIENTS)

F 6. The nutrition label lists the types of fats that are good for you. (LISTS ONLY THE GRAMS OF FAT PER SERVING)

T 7. Protein is listed twice on nutrition labels--giving the grams of protein per serving and the percentage of U.S. RDA for protein.

T 8. The nutrition label for Peas and Carrots shown on the opposite page indicates that this food is a good source of vitamin A.

T 9. Nutrition labeling makes nutrition information available to anyone who wants to use it.

T 10. The nutrition information listed is per serving.

THE FOLLOWING STATEMENTS REFER TO ALL FOOD LABELS--NOT JUST THOSE WITH NUTRITION LABELS. FOLLOW THE DIRECTIONS AS ABOVE.

T 11. Ingredients must be listed on all food products, unless the product is standardized.

F 12. The net weight must be given for just the food inside the container and not for the packing liquid or other ingredients. (INCLUDES PACKING LIQUID AND OTHER INGREDIENTS)

F 13. The listing of ingredients must be in ascending order, beginning with the ingredient used in the smallest amount. (DESCENDING ORDER, BEGINNING WITH THE INGREDIENT USED IN THE GREATEST AMOUNT BY WEIGHT)

F 14. Foods labeled "low calorie" must not contain any sugar. (CAN CONTAIN NO MORE THAN 40 CALORIES PER SERVING)

F 15. Manufacturers are required to place a picture of the food on the label. (PICTURES ARE PERMITTED, NOT REQUIRED)

Deciding About Computer Check-out

You have read some of the PRO's and CON's of computer check-out developments in supermarkets. Now you may be ready to make a decision.

1. If there are computer check-out facilities in your area, talk to persons who have used them -- store clerks and consumers.
2. Fill out this chart.

POSITIVE FACTORS (your judgment)	NEGATIVE FACTORS (your judgment)
ANSWERS WILL VARY	ANSWERS WILL VARY

YOUR CONCLUSION -- Do you want to shop at a market using this technology?

ANSWERS WILL VARY

5 90

✻ BRANDS

Don't let advertising campaigns persuade you to buy heavily promoted and well-known brand-name products if STORE BRANDS will do as well -- and save you money, too!

STORE BRANDS are products which large supermarket chains package and sell under their own name. They are often as good and cheaper in price than the better known brands. Store brands are even frequently processed by name-brand packers.[4]

NATIONALLY KNOWN "NAME" BRANDS such as Del Monte, Green Giant, etc., have assured quality. However, they are nationally known because of extensive advertising. Advertising expenses are included in the cost of the product. Therefore, these products usually cost more than store brands.

GENERIC PRODUCTS could also save you money. These are the "plain wrap," "no-frills," or "no-name" products appearing on supermarket shelves across the country. They are neither nationally known brands nor store brands. Their labels give necessary information required by law. However, the labels have no picture and say simply "green beans" or "laundry detergent" or whatever is in the package. Generic products are usually of a lower-grade quality than store or national brands. The green beans may not be all the same length. The peas may not be all the same size. Paper products are probably single-ply. But generic products will be cheaper.[20, 37]

SUMMARY: FILL IN THE BLANK SPACES USING THESE WORDS:
LOWER, ASSURED, SIMILAR.

1. Nationally known brands have ASSURED quality.
2. Store brands are often of SIMILAR quality as nationally known brands.
3. Generic products are often of LOWER quality than store or national brands.

COMPARE BRANDS

VISIT A STORE IN YOUR AREA TO DETERMINE PRICES OF THE FOLLOWING PRODUCTS. COMPARE PRICES OF NATIONAL AND STORE BRANDS AND GENERIC PRODUCTS, IF AVAILABLE. (MAKE SURE TO GET PRICES FROM IDENTICAL SIZES AND TYPES OF MERCHANDISE.)

ITEM	QUANTITY	BRAND NAME AND TYPE (National, store, generic)	PRICE
Flour			
Salad oil, vegetable			
Margarine, quarters			
Peanut butter	ANSWERS WILL VARY--DEPEND ON STORE VISITED AND PRESENT PRICES		
Peaches, sliced in heavy syrup, canned			
Grape jelly			
Corn, whole kernel, canned			
Laundry detergent			
Facial tissues			
Frozen peas			

1. WHICH TYPE OF BRAND (NATIONAL, STORE, OR GENERIC) WAS GENERALLY THE MOST EXPENSIVE?

   ANSWERS WILL VARY

2. WHY DO YOU THINK THAT TYPE WAS THE MOST EXPENSIVE?

   ANSWERS WILL VARY

3. DID THE STORE YOU VISITED CARRY GENERIC PRODUCTS? IF SO, HOW COULD YOU TELL THEY WERE GENERIC?

   ANSWERS WILL VARY

Compare Stores!

You've read some advantages and disadvantages of shopping at various kinds of stores -- and there are other kinds of stores than the six discussed in this PAL.

Give an example of when it might be smart (or necessary) to shop at each of the following types of stores:

1. Discount Supermarkets

   ANSWERS WILL VARY

2. Cooperatives

   ANSWERS WILL VARY

3. Convenience Stores

   ANSWERS WILL VARY

4. Supermarkets

   ANSWERS WILL VARY

5. Specialty Stores

   ANSWERS WILL VARY

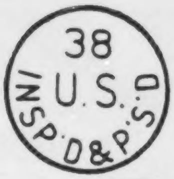
6. Neighborhood Stores

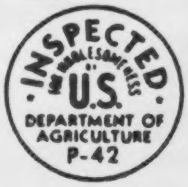
   ANSWERS WILL VARY

Can you think of other types of stores which sell food products? When would you be smart to shop in such stores?

ANSWERS WILL VARY

What's in a name?





The United States Department of Agriculture inspects all red meats, poultry, eggs, dairy products, and fresh processed fruits and vegetables that are sold in interstate commerce (sold between two or more states).

Two examples of the USDA inspection stamps are on the right.

The USDA, in addition to the FDA, also sets mandatory standards for food, in particular for meat and poultry products. These are minimum content requirements. They set the amount of an ingredient a product must have in order to go by a certain name. For example, for a product to be called "beef stew," it must contain at least 25% beef. The manufacturer is free to follow whatever recipe desired as long as there is at least 25% beef in the final product.[17]

Here are some other foods and the minimum standards:

CABBAGE ROLLS WITH MEAT -- at least 12% meat
CHILI CON CARNE WITH BEANS -- at least 25% meat
HAM SALAD -- at least 35% ham (cooked basis)
MEAT RAVIOLI -- at least 10% meat in ravioli
LASAGNA WITH MEAT AND SAUCE -- at least 12% meat
MEAT AND SEAFOOD EGG ROLL -- at least 5% meat
POULTRY CROQUETTES -- at least 25% poultry meat
CREAMED POULTRY -- at least 20% poultry meat; product must contain some cream
BEANS WITH FRANKFURTERS IN SAUCE -- at least 20% franks
PIZZA SAUCE WITH SAUSAGE -- at least 6% sausage
CHOW MEIN VEGETABLES WITH MEAT -- at least 12% meat
MEAT PIES -- at least 25% meat
BURRITOS -- at least 15% meat
BREAKFAST SAUSAGE -- not more than 50% fat
BEEF WITH GRAVY -- at least 50% beef (cooked basis)
GRAVY WITH BEEF -- at least 35% beef (cooked basis)
MEATBALLS -- no more than 12% extenders (cereal, etc., including textured vegetable protein); at least 65% meat
BACON (cooked) -- weight of cooked bacon can't exceed 40% of cured, smoked bacon

65

A. What do you think of these standards? Do you think they are too high, too low, or about right?

ANSWERS WILL VARY

B. How do you think they would compare to similar foods prepared at home "from scratch"?

ANSWERS WILL VARY

C. How would they compare to foods bought in a restaurant?

ANSWERS WILL VARY

"WHAT'S YOUR LABEL IQ?"

ANSWER THE FOLLOWING QUESTIONS:

1.

BEEF STEW A
Beef broth, beef, dehydrated potatoes, water, cooked beef, dehydrated carrots, starch, salt, cereal, flavoring, celery, caramel coloring.
Net Wt. 24 oz. (672 g.)

BEEF STEW B
Beef broth, potatoes, beef, carrots, cooked beef, modified food starch, corn flour, beef fat, salt, tomato paste, sugar, caramel coloring, flavoring.
Net Wt. 24 oz. (672 g.)

Which beef stew is likely to have more meat? Why?

BEEF STEW A -- BEEF IS LISTED BEFORE POTATOES ON THE LABEL

Do you know the least amount of beef there must be in either brand? How do you know? THE FOOD STANDARD FOR BEEF STEW REQUIRES AT LEAST 25% BEEF

2.

SEEDLESS BLACKBERRY PRESERVES
Nt. Wt. 12 oz. (336 g.)

Is this a standardized product? YES
How can you tell? INGREDIENTS ARE NOT LISTED

3.

GRAPE DRINK
Water, sugar, grape juice concentrate, Concord grape juice, citric acid, fumaric acid, natural flavoring, U.S. Certified Artificial color, Vitamin C.
46 fl. oz. (1.38 liter)

GRAPE JUICE
46 fl. oz. (1.38 liter)

Are both products shown 100 percent pure grape juice? Why do you say that? NO, THE GRAPE DRINK INDICATES OTHER INGREDIENTS

4. A carton of milk is stamped with yesterday's date. Should you pour it down the drain to prevent anyone in your family from drinking spoiled milk? Why or why not? NO--THE PULL DATE ON MILK ALLOWS TIME FOR REASONABLE STORAGE AFTER THAT.

5. You notice a package of frozen vegetables which does not give the number of servings on the label. Is that a labeling violation? Why or why not? NO, NUMBER OF SERVINGS ONLY HAVE TO BE LISTED ON FOODS REQUIRING NUTRITION LABELS

6. A supermarket advertises a sale of frozen foods, including swiss steak entrees. When you shop, you discover that two brands are on sale for the same price. Brand A is labeled "Swiss Steak with Gravy." Brand B is "Gravy and Swiss Steak." If both brands are the same size, which one would give you the most meat for your money? How do you know that? BRAND A--SWISS STEAK IS LISTED FIRST

Distinguishing Fact, Opinion, and Definitional Statements

In any consumer issue discussions, three kinds of questions pop up in the conversation. There are questions of DEFINITION, asking the meaning of a concept or word. There are questions of FACT, asking for more information, if something is true, or if something will happen. And there are questions of VALUE, asking if something is good or bad, or if we ought or ought not do something.

Read the following questions, and put a V for questions of value, an F for questions of fact, and a D for questions of definition. The first three are provided as examples.

D 1. "Just what is a side of beef?"

F 2. "What is the cost per serving of that can of peas at 46¢?"

V 3. "Is 46¢ a can for those peas a fair price?"

V 4. "My brother said that freezer sales are not good buys. Is that true?"

F 5. "If you buy a side of beef at 99¢ a pound and it weighs 320 pounds, how much will you pay out?"

F 6. "Is the forequarter usually cheaper than the hindquarter?"

F 7. "What is the best buy in meats today?"

F 8. "When is the best time -- the "in season" time -- to purchase cucumbers in Ohio?"

D 9. "Is the store brand the special marking that they put on top of the can?"

V 10. "Open dating is sensational. Have you ever tried it?"

F 11. "What must be included on nutrition labels?"

V 12. "Should identity standards be adopted for all processed foods?"

D 13. "What are food grades?"

In responding to such questions in a discussion, you would respond with a statement of meaning (to a question of definition); with a statement of fact offering information (to a question of fact); and with justifications or reasons (to a question of value). Practice your responses by responding to the above consumer questions. Practice with your classmates.

Review Time

Super Shoppers:

3 USE COMPARISON SHOPPING.

FILL IN THE BLANKS WITH A WORD OR WORDS WHICH WILL CORRECTLY COMPLETE EACH SENTENCE.

1. Whether you're buying bread, detergent, or canned goods, to get the most quantity for your money, you need to compare the UNIT PRICE.

2. Which brand would give you the most corn for your money? "X"

UNIT PRICE 33.9¢ Per lb.	You Pay 35¢ "X" CRM Style Gold Corn 16.5 oz. 01734 -24	UNIT PRICE 34.9¢ Per lb.	You Pay 37¢ "Y" CRM Sty Gold Corn 17 oz. 02385 -357

3. The series of VERTICAL BARS appearing on many products is an identification code to be translated by a computer at check-out.

4. Products not nationally advertised and sold under names unique to supermarket chains are known as STORE BRANDS. They are usually LOWER in cost than name brands.

5. Ice cream does not have to have its ingredients printed on the labels. It is an example of STANDARDIZED foods.

6. One disadvantage of shopping in convenience stores is ANSWERS WILL VARY-- MAY HAVE HIGHER PRICES.

7. One advantage of shopping in supermarkets is ANSWERS WILL VARY-- MAY HAVE A LARGE SELECTION OF PRODUCTS.

8. If a food product does not meet the standard of identity for that product, it must be labeled as IMITATION.

9. If the quality of a food is not important to you (for example, you want apples to make applesauce), you can save money by looking for lower GRADE apples.

10. Eggs graded "AA" are HIGHER quality than eggs graded "A".

A. A recent study conducted by college students found that less than one-third of the people tested could actually identify their stated "favorite" brand of commonly used products from several set before them. Products tested included margarine, cola, peanut butter, and toilet paper. The students concluded that brand preferences may be acquired from "the cumulative pressures of advertising conditioning ... undergone since childhood."[11] What do you think about this? Why do you prefer one brand over another? Could you pick out your "favorite" brand of cola in a testing situation if you weren't told the brands?

ANSWERS WILL VARY

B. Listing ingredients on a food package in descending order of amount used gives the consumer only a rough estimate of the amounts used. For example, two boxes of corn flakes, plain and sugar-coated, both list sugar as the second ingredient. However, the cornflakes contain 7% sugar by weight and the presweetened version contains 30% sugar by weight.[44] Some consumer groups have advocated percentage listing of ingredients (by weight) in order for shoppers to know the quantity of each ingredient present. How do you feel about this issue?

ANSWERS WILL VARY

C. Would you like to see nutrition labeling used for unprocessed foods -- such as fresh produce? This could possibly be done by the use of in-store charts and pamphlets. Nutrition information could also be printed on protective overwraps and bags. Do you feel such information would be helpful? Would you use it?

ANSWERS WILL VARY

D. Conduct a public opinion poll to determine if consumers read food labels and what information they find most useful. Also, ask what information, if any, they would like to see added to food labels.

ANSWERS WILL VARY

E. The FDA is presently considering some changes in food regulations. In late 1978, they held hearings in several cities across the United States. Consumers were invited to present their views on food labeling, open dating, and food standards.[38] Choose one of the above issues. Prepare a one-minute statement giving your feelings about any regulation that should be made or changed. Present your statement in class. Be ready to defend your statement.

STATEMENTS WILL VARY.

Check-out "JUNK" Foods!

Let's consider JUNK FOODS. Many of us purchase such items, but we don't all call them that. Each person may have a different meaning for the term JUNK FOOD.

Define JUNK FOODS, in your own words:

ANSWERS WILL VARY

WHAT do we want when we buy JUNK FOODS? What do we want them to do for us? WHAT are our motives in using them?

ANSWERS WILL VARY

WHAT criteria seem reasonable when selecting JUNK FOODS to buy? (examples: cost, driving distance)

ANSWERS WILL VARY

STUDY junk food advertisements on TV and in magazines. WHAT do they tell us is a good reason for buying JUNK FOODS?

ANSWERS WILL VARY

List those food items YOU consider to be junk foods. Does each one fit your definition of junk food?

ANSWERS WILL VARY

Open and Closed Cases

When controversy is involved, we know that there are at least two sides and maybe more........Should welfare payments to the poor be increased? Should taxes be lowered in your community? Should we open a Federal consumer protection agency? Should we give nuclear weapons to Biafra? There are many controversial questions -- serious ones -- with many sides to the arguments.

When we study those serious controversial questions, we sometimes have a lot of evidence and our values are clear. Thus, we can make a judgment and feel confident that it is right and responsible. That is a CLOSED CASE. On the other hand, there are many times when the evidence is not clear or when research findings conflict! We cannot safely and confidently draw a conclusion and feel comfortable. That is an OPEN CASE. We await more evidence and spend more time reflecting........

Let's consider CONVENIENCE ITEMS (select one "convenience" item of your choice):

What are the arguments PRO and CON on consuming it?

ANSWERS WILL VARY

Is the case OPEN or CLOSED on consuming this item? WHY? (Give your reasons.)

ANSWERS WILL VARY

Should everyone agree with your conclusion? Why? Why not?

ANSWERS WILL VARY

Review Time

Super Shoppers:

4 CONTRAST JUNK AND CONVENIENCE FOODS.

BEFORE EACH TRUE STATEMENT, WRITE THE LETTER "T"; BEFORE EACH FALSE STATEMENT, WRITE THE LETTER "F."

T 1. When you buy convenience foods, you are paying for someone else to do the work of preparation, pre-cooking, and packaging.

F 2. Junk foods include carrots, hamburger meat, and grapefruit.

T 3. Canned and frozen vegetables could really be considered convenience foods.

T 4. It probably costs more to prepare a complete meal by buying only convenience items rather than the separate ingredients.

F 5. One way to cut down on the amount of additives you eat is to eat more convenience foods.

T 6. Convenience foods make the problem of pollution even worse.

T 7. Convenience foods often do not spoil as quickly as non-convenience foods.

T 8. Generally, Americans eat more foods of questionable nutritional value today than we did thirty years ago.

F 9. All convenience foods cost more than making them from scratch.

F 10. Americans were not able to buy convenience foods until after World War II.

A. Visit a supermarket and write down all the different products you can find with potatoes as a main ingredient. (Look for canned goods, frozen foods, soups, fresh produce, snacks, instant mashed potatoes, dinner mixes, etc.) Determine the unit price per pound of each product. Either calculate the unit price or get it from the store's posted unit prices. Make a bar graph of the results. Does the graph give you any clues as to the "price of convenience"?

ANSWERS WILL VARY

B. Write down all the convenience foods your family has used in the past week. Analyze the list. What does it tell you about your eating habits? What does it indicate about your life style? Do you think you could have eaten more economically? If so, how?

ANSWERS WILL VARY

C. List all the snacks you have eaten in the past week. Are any of them "junk foods"? If so, what foods could you have substituted for them that would have been more nutritious? Would the more nutritious foods cost you more money? What do you think?

ANSWERS WILL VARY

D. Choose a convenience food that you could readily compare to its home-prepared counterpart. (Examples could be frozen lasagna or vegetables in a sauce, ready-baked bread or cake, canned vegetables or fruits, etc.) Determine the cost of the home-prepared version and compare it to the cost of the convenience product. What is the difference? Which is cheaper? How about the time difference? Which took longer to prepare? How much longer? Look at the appearance and flavor. Which product is more appealing? For this particular food, which is the better buy for YOU -- the convenience or the home-prepared version?

ANSWERS WILL VARY

Review Time

Super Shoppers:

5 *ARE WISE TO MARKETING TECHNIQUES.*

CIRCLE THE NUMBER OF ALL THE TRUE STATEMENTS GIVEN BELOW. THEN MAKE CHANGES IN ALL THE FALSE STATEMENTS TO MAKE THEM TRUE.

1. Shopping at stores offering trading stamps is always wise since you can get free gifts.; BUT ONLY IF PRICES ARE NOT HIGHER

② "Hitchhiking" is a food placement technique used by supermarkets.

3. You usually need to spend about ~~$30.00~~ $120.00 to receive enough trading stamps to fill a book.

④ Aroma is an effective technique used by supermarkets to entice you to buy a product.

5. Staples -- such as flour and sugar -- are usually placed on shelves ~~at eye-level so you won't miss them~~. WHERE YOU HAVE TO REACH LOWER FOR THEM.

6. Facial tissue may be sold for ~~12~~ 6 months with a 7¢ off label. Then the label must be changed.

⑦ Stores are not allowed to raise the price of an item so that they can then say BUY 1 AND GET 1 FREE!

8. Introductory offers may be used to promote a new product for ~~nine~~ SIX months.

⑨ Cents-off coupons may help you get a good buy.

10. If a coupon reads "Offer expires September 30, 1980," it means that you ~~can start using~~ CANNOT USE the coupon after this date.

Cents-off coupons usually contain a fraud clause: "Good only upon presentation to grocer on purchase of YUMMIES. Any other use constitutes fraud." What exactly does that mean? Why would that be printed on the coupon? MUST PURCHASE YUMMIES TO REDEEM COUPON ; PREVENTS GETTING THE MONEY WITHOUT BUYING THE PRODUCT.

Review Time

Super Shoppers:

6 STORE FOOD CAREFULLY.

REACT TO THE FOLLOWING SITUATIONS:

1. Mary opened a jar of peanut butter that had been sitting on the cupboard shelf for a couple of years. She immediately noticed a strong rancid odor. What should she do?

   DISPOSE OF IT WITHOUT TASTING OR USING THE CONTENTS

2. Jack is planning to grill some steaks for a party scheduled for three days from today. Can he safely buy the steaks today and refrigerate them until the party?

   YES

3. Bob's parents asked him to help put away their weekly purchases of canned and frozen foods. Is there any special way he should do this?

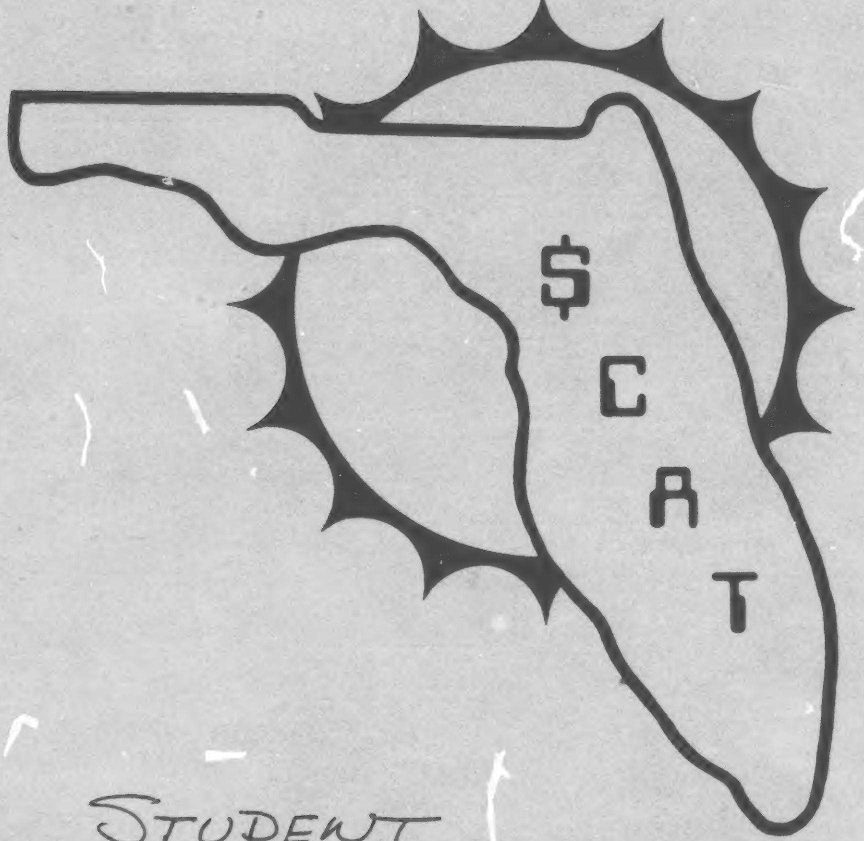
   HE SHOULD PUT THE LATEST BEHIND OTHERS ALREADY ON THE SHELVES SO THAT OLDER PACKAGES OR CANS ARE USED FIRST

A. Supermarket etiquette was one area not covered in this PAL, but there are many "DO's and DON'T's" for the SUPER SHOPPER to remember. List 10 things SUPER SHOPPERS should do to be courteous to store employees and fellow shoppers.

ANSWERS WILL VARY

B. You have studied many shopping hints in this PAL. List twenty of the most important points for the SUPER SHOPPER to remember. Compare your list to others in your class. Perhaps your class would like to publish a "Consumer Tips" pamphlet to distribute to other students, parents, or the community.

ANSWERS WILL VARY



STUDENT
PAL

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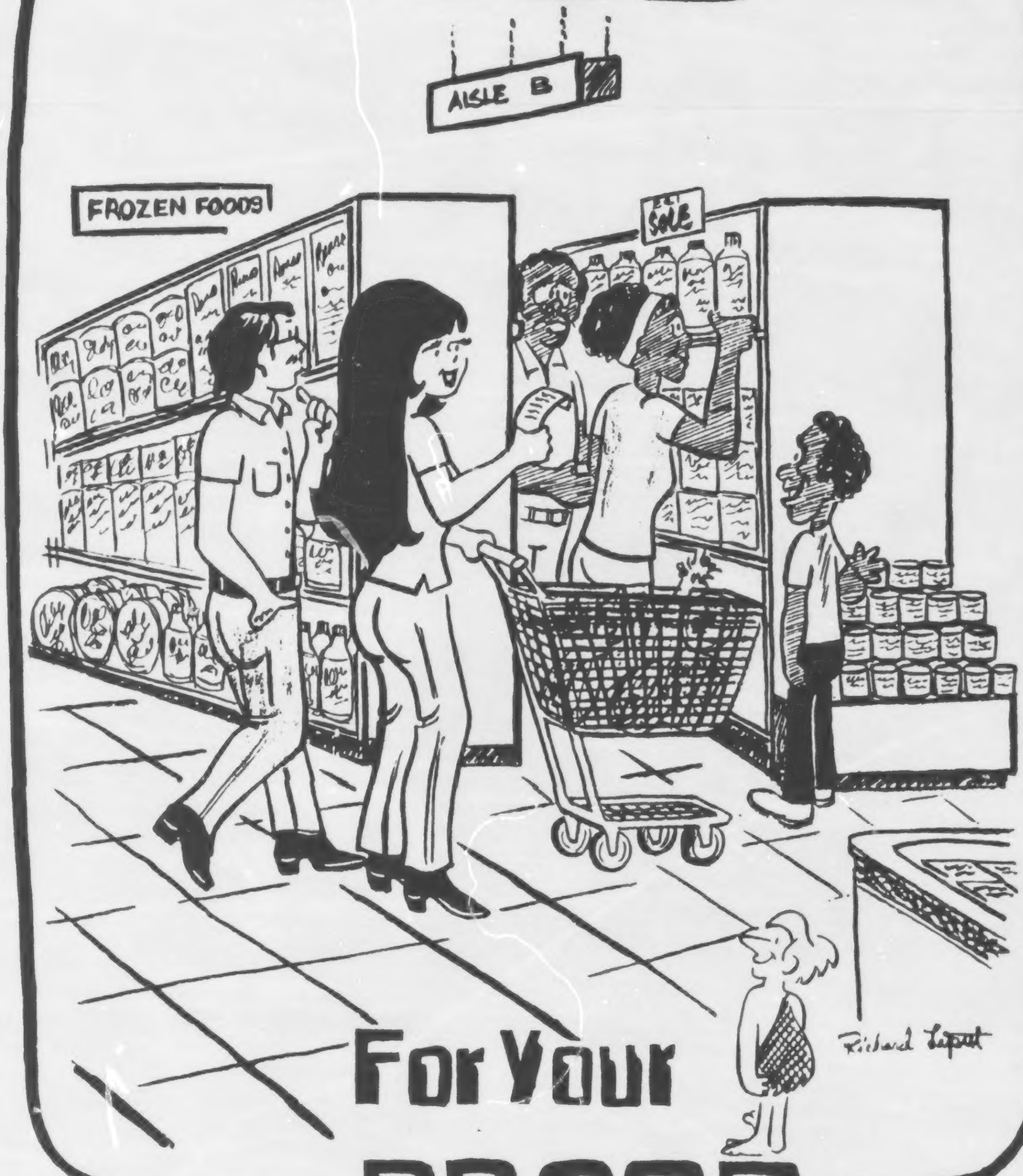
FOOD



For Your

BROOD

S Skills Fo
C Consumer
A Applied
T Today

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WELCOME to this PAL*, a consumer resource booklet. The two characters shown on this page are the Hazzards -- Ms. Happ and Happ Hazzard. You will find them in many of the illustrations used throughout this booklet.

Important information is divided into chapters or sections. Each section begins with a title page and includes:

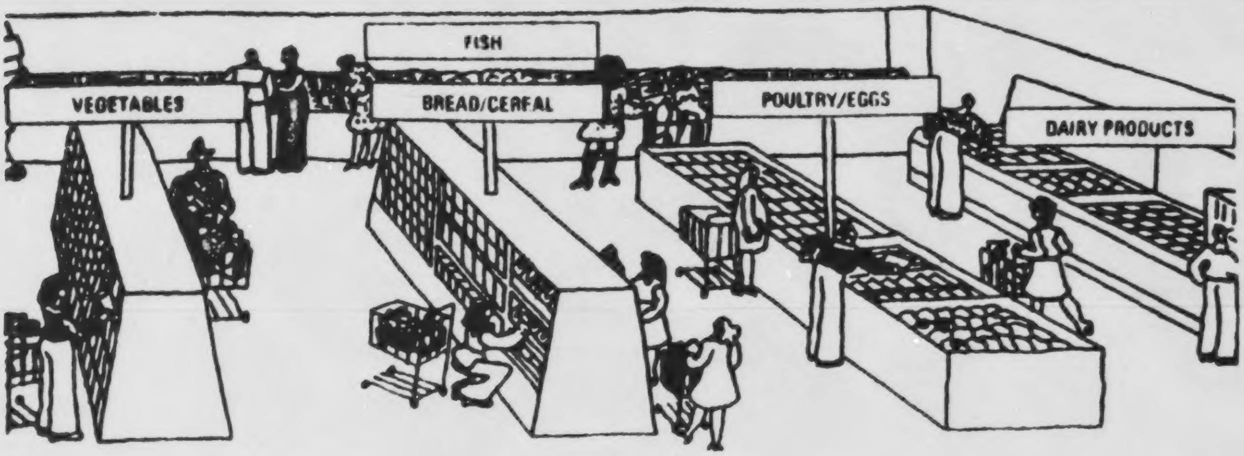
PASSWORDS which give the special meanings for the words used in that section.

REVIEW TIME exercises to determine what you have learned.

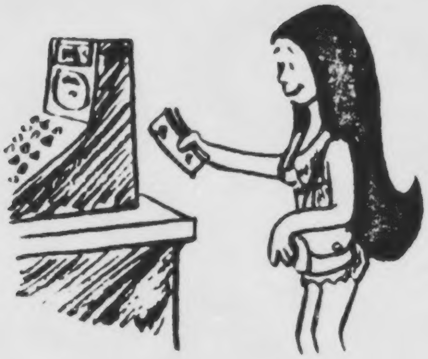
Have fun, study hard, and become a conscientious consumer.

*PAL: Packaged Activities for Learning

Users of the consumer skills presented in this resource booklet come in both genders, female and male. The text and dialogues sometimes say "he," sometimes "she," sometimes "you," sometimes "the person." Please feel free to substitute the feminine for the masculine pronoun, and vice versa, any time it is appropriate to your situation.



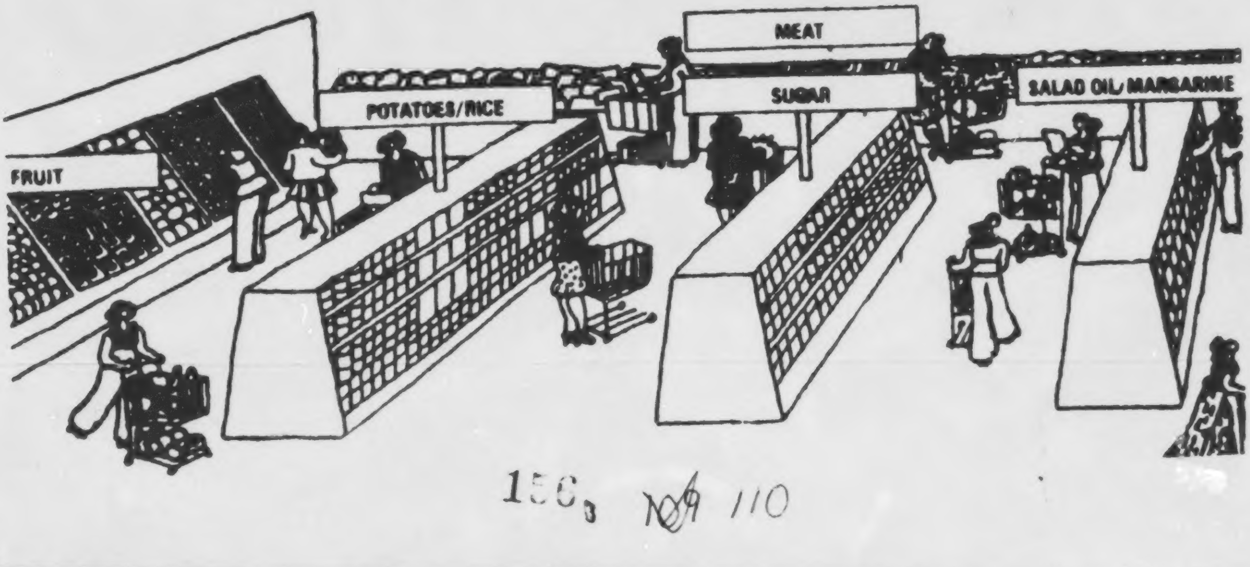
Supermarket Survival



Most Americans spend a lot of money for food. It is one of the largest parts of the typical family budget. Only housing and taxes represent a larger investment.[73]

A typical young American couple (man-24, wife-21) now starting a household will earn, spend, and save three-quarters of a million dollars during their lives. A large portion of that amount, $113,000, will be spent for food, with approximately three-fourths of that ($87,000) being spent in grocery stores.[68] Wise shopping could cut that figure by as much as $12,000.[36] Feeding your family well, while keeping costs in check, takes a lot of "know-how." It also takes a lot of concentrated effort, more than many people presently give to buying groceries.

You want to be sure you are getting your money's worth!



Food prices go UP and DOWN!

You, the consumers, are the last part of a long chain in the distribution of the nation's food. This chain includes farmers, ranchers, processors, transportation companies, distributors, and supermarkets.

Many factors can affect the final price of a food. Everybody along the chain feels the brunt of rising prices and the effects of such things as:

Weather
Inflation
Economic Cycles
Seasonal Factors
Supply and Demand[49]

GIVE AN EXAMPLE OF HOW EACH OF THESE FACTORS CAN AFFECT THE FINAL PRICE OF A FOOD -- THE PRICE THAT WE PAY AT THE CASH REGISTER.

CAN YOU THINK OF OTHER FACTORS THAT COULD AFFECT FOOD PRICES?

WHAT CAN YOU DO ABOUT ANY OF THE FACTORS AFFECTING FOOD PRICES?

Remember. you are part of that food chain. Most of the "demand" in "supply and demand" comes from consumers. By becoming SUPER SHOPPERS, you might help reduce demand for higher-priced items and keep prices lower!

WHO NEEDS TO KNOW?

We all spend a lot of money shopping for food in our lifetimes. Read the following list of occupations. If you can, check the ten occupations where people need to know most about SUPERMARKET SURVIVAL. Be ready to defend your choice!

- actor/actress
- advisors
- alligator wrestler
- amusement park worker
- assembly line worker
- athlete
- baby-sitter
- bag boy/girl
- bank teller
- banker
- barber
- bartender
- batboy/girl
- bike repairman
- boss
- bricklayer
- busboy/girl
- bus driver
- caddy
- cafeteria helper
- carhop
- car washer
- checker--grocery store
- coach
- cook
- construction flagperson
- construction worker
- consultant
- councilperson
- day-care worker
- delicatessen owner
- delivery person
- diplomat
- dishwasher
- doctor
- elevator operator
- executive
- factory worker
- farm hand
- flower vendor
- foreman/woman
- fruit peddler
- fruit picker
- garbage collector
- gas attendant
- general
- gentleman farmer
- golfer
- guide
- hairdresser
- handicrafter
- interior decorator
- janitor
- jockey
- laundry worker
- law enforcer
- lawyer
- librarian
- lifeguard
- lineman
- lumberjack
- maid
- manager
- merchant
- migrant worker
- miner
- mother
- musician
- night clerk
- night watchperson
- nurse
- paperboy/girl
- party boat worker
- pawnbroker
- pharmacist
- piano tuner
- pilot
- politician
- popcorn vendor
- porter
- preacher
- president
- priest
- principal
- professor
- rabbi
- ranch hand
- restaurant owner
- salesperson
- scientist
- secretary
- security guard
- sharecropper
- shoemaker
- steward/stewardess
- superintendent
- supervisor
- teacher
- telephone operator

XII 112

WISE SHOPPER

Let's assume that you WANT to be a WISE SHOPPER. That's your goal. What do you have going for YOU as a PERSON that will help you to become a wise shopper? BUT....there are forces out-there in the world, and forces within you which somehow work AGAINST your becoming a wise shopper!

Use the following form to work these forces OUT on paper!

YOUR GOAL

GETTING ME TO BE A WISE SHOPPER

FORCES BLOCKING OR DRIVING AGAINST THE ACHIEVEMENT OF YOUR GOAL.

THE OPPOSITE OF YOUR GOAL

MY BEING A NOT-SO-WISE SHOPPER

FORCES SUPPORTING THE ACHIEVEMENT OF YOUR GOAL.

How can you overcome the BLOCKING FORCES and become a WISE SHOPPER?

Brainstorming

YOU HAVE ALL READ ENOUGH TO KNOW THAT A SUPER SHOPPER IS A THRIFTY PERSON WHO GETS A LOT OF MILEAGE OUT OF HER/HIS HARD EARNED DOLLARS.

BREAK INTO GROUPS OF THREE OR FOUR. GET SOME BIG SHEETS OF NEWSPRINT OR BUTCHER PAPER AND A MARKING PEN. YOUR TASK IS TO THINK OF AS MANY WAYS TO BE A SUPER SHOPPER AS YOU CAN IN TEN MINUTES. THIS IS CALLED BRAINSTORMING. IF YOU DON'T KNOW HOW TO DO IT, READ THE GUIDELINES BELOW. EACH GROUP SHOULD BE READY TO SHARE ITS IDEAS WITH THE WHOLE CLASS AFTER TEN MINUTES.

BRAIN-STORM-ING: n. A means to get many imaginative ideas and solutions to problems, from small groups of persons.

Brainstorming is a group problem-solving activity. The rules are simple: no negatives! The object is to get as many ideas as possible out on the table -- the weeding out and refining will come later.

In simple steps, here's how to run a brainstorming session:

A. Spell out the problem your group is going to tackle. The more specific the question, the more specific will be the suggestions.

B. Get together in a comfortable setting. Somebody should be the recorder for the group. Use newsprint and magic markers.

C. Size? Probably best with a small group -- enough people to get ideas, but not so many that you wind up with more voices making more noise than you can handle.

D. Set a time limit and allow only new ideas, fresh approaches, and positive statements to be offered.

E. Turn it loose! The leader should start it off with a few ideas and then encourage others to jump in with whatever comes to mind.

Super Shoppers:

1. PLAN AHEAD.
2. COMBINE ECONOMY WITH NUTRITION.
3. USE COMPARISON SHOPPING.
4. CONTRAST JUNK AND CONVENIENCE FOODS.
5. ARE WISE TO MARKETING TECHNIQUES.
6. STORE FOOD CAREFULLY.

Super Shoppers:

1 PLAN AHEAD.

passwords ...

Super Shoppers:

1 PLAN AHEAD.

IMPULSE BUYING	*Spur-of-the-moment purchasing, or purchasing an item without planning*
MARKETING TECHNIQUES	*Techniques used by manufacturers and stores to entice the consumer to buy their products*
MEAL PLANNING	*Deciding what you plan to serve at each meal before you go to the food store; helps to prevent impulse buying*
SHOPPING LIST	*A carefully planned written list of items to purchase; helps to prevent impulse buying*

Ready to Move On ?

Do You Know the Passwords ?

MEAL PLANNING CAN SAVE YOU MONEY!

Time is MONEY for the SUPER SHOPPER! Meal planning can save you up to 15 percent of your normal food shopping bill, but only requires approximately 30 minutes a week.[4] Is it worth spending the extra time to plan?

Check your refrigerators and cupboards to see just what you have on hand. You may be able to make a meal with only one or two additional items. List the items you are out of or need to buy.

Make a SHOPPING LIST! Style your list to your family's food preferences, nutritional requirements, and life style. A COMPLETE shopping list is very specific and names exactly what you need--such as iceberg lettuce. A PARTIAL shopping list is more general--such as leafy salad greens.[75] Make the type of list best for you, but STICK TO IT! Substitute only when you find a similar food at a cheaper price. Buy additional items only when you find special bargains that will save money later.

A shopping list helps you avoid forgetting something that you must go back to the grocery to buy, possibly to a small grocery that is open odd hours and charges higher prices. Even if you do go back to a supermarket, you may buy extra items.

Give yourself time in the store to think over the best buys and to find the best bargains. If you are rushed, you may not be able to concentrate on getting the most for your money.[30] However, do not linger. Supermarket studies show that shoppers spend 50 cents for every minute they are in the store beyond a half hour.[67]

Most shoppers, even those with a detailed list, buy at least one item ON IMPULSE each shopping trip.[1] Marketing techniques encourage such buying to increase sales because the odds are 19 out of 20 that if food shoppers touch or pick up an item, they'll end up buying it![15]

Substitute from your list only for especially GOOD BUYS!

GRABBERS
are usually LOSERS in the shopping game!

Turn picnics into pictures– at your supermarket photo center.

Food is the least profitable item sold in the supermarket. The trend is toward diversified stores which sell a variety of products. The profit on items such as film and magazines helps keep food prices lower.[1]

Over one-fifth of most people's grocery bill isn't groceries at all. As much as 28 cents of every dollar spent in a supermarket may go for various non-food items.[1]

NAME TEN NON-FOOD ITEMS SOLD IN SUPERMARKETS.

WHEN WOULD "SUPER SHOPPER" BE SMART TO PURCHASE SUCH ITEMS IN THE SUPERMARKET?

WHEN WOULD "SUPER SHOPPER" BE SMART TO PURCHASE SUCH ITEMS IN OTHER TYPES OF STORES?

This is a Food Bill?

LET'S TAKE ANOTHER LOOK

On the average, here is how shoppers might have spent $20 in the supermarkets in the mid-seventies. This list includes both food and non-food items. Everything on this list is probably sold in most large food stores today. Use the list to help you answer the following questions:

Baked goods, snacks	$1.14
Beer	.91
Dairy products	1.29
Frozen foods	1.06
Coffee, tea	.52
Wine, distilled spirits	.13
Produce	2.19
Dried fruits, vegetables, milk	.22
Candy	.20
Fresh meat, provisions	3.98
Fresh fish	.14
Puddings	.03
Soft Drinks	.45
Pet foods	.27
Canned Foods	
Fruits	.18
Juices, drinks	.18
Meat, poultry	.22
Seafood	.13
Soups	.12
Vegetables	.28
Milk	.05
Fresh poultry	.57
Baby foods(excluding cereal)	.09
Paper goods	.42
Jams, jellies, preserves	.07
Tobacco products	.75
Cereals, rice	.27
Health, beauty aids(non-RX)	.76
Housewares	.19
Sugar	.15
Soaps, detergents, laundry	.43
Macaroni, spaghetti, noodles	.09
Other household products	.37
Prescriptions	.08
All other general merchandise	1.00
All other edibles	1.07
TOTAL	$20.00

1. PUT A CHECK MARK BESIDE THE ITEMS THAT YOU THINK ARE FOOD ITEMS. COMPARE THE ITEMS CHECKED BY OTHERS IN YOUR CLASS. DID YOU ALL CHECK THE SAME ITEMS? IF NOT, WHY NOT?

2. WHAT IS THE TOTAL SPENT FOR THE ITEMS YOU CONSIDERED TO BE FOOD?

3. WHAT PERCENT OF THE $20 WAS SPENT FOR THESE FOOD ITEMS?

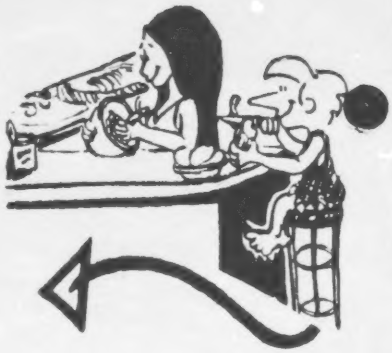
4. WHAT IS THE TOTAL SPENT FOR THE ITEMS YOU CONSIDERED TO BE NON-FOOD?

5. WHAT PERCENT OF THE $20 WAS SPENT FOR THESE NON-FOOD ITEMS?

6. THIS LIST WAS ADAPTED FROM A 1974 CONSUMER SPENDING STUDY. HOW DO YOU FEEL THE PERCENTAGES SPENT FOR FOOD AND NON-FOOD ITEMS COMPARE TO THE PERCENTAGES SPENT FOR SUCH ITEMS TODAY? WHY?

WHEN TO SHOP

TRY NOT TO SHOP WHEN TIRED OR HUNGRY. IF YOU ARE TIRED, YOU MIGHT BUY ANYTHING JUST TO "GET THROUGH AND GO HOME!" WHEN YOU'RE HUNGRY, EVERYTHING LOOKS GOOD! A 1973 STUDY SHOWED THAT WHEN CONSUMERS ATE EVEN TWO HOURS BEFORE FOOD SHOPPING, THEY BOUGHT AN AVERAGE OF $7.48 LESS THAN WHEN THEY WENT TO THE SUPERMARKET HUNGRY.[63]



SHOP ON CERTAIN DAYS OF THE WEEK. CHECK YOUR LOCAL NEWSPAPER FOR THE WEEKLY FOOD ADS. THEY USUALLY COME OUT ON ONE OR TWO PARTICULAR DAYS OF THE WEEK. DEPENDING ON STORE POLICY, "SPECIALS" MAY BE OFFERED FOR ONLY A FEW DAYS OR FOR AN ENTIRE WEEK. PLAN YOUR SHOPPING TRIPS FOR THOSE DAYS WHEN SPECIALS YOU CAN USE ARE AVAILABLE.

TRY TO SHOP WHEN THE STORES ARE LEAST CROWDED. POSSIBLY EARLY MORNING OR AT NIGHT. CROWDED STORES MEAN LONG LINES AND SOMETIMES DISTRACTIONS WHILE SHOPPING.

GO IT ALONE...IF POSSIBLE. KIDS WANT TO PAD THE GROCERY CART WITH IMPULSE ITEMS AND PRODUCTS HIGHLY ADVERTISED ON TELEVISION. SHOPPING WITH A FRIEND OR SPOUSE IS NOT A GOOD IDEA, EITHER. IT'S TOO EASY TO BE TEMPTED INTO PURCHASES YOU MIGHT OTHERWISE IGNORE.

MAKE FOOD SHOPPING YOUR LAST STOP BEFORE GOING HOME. DON'T GROCERY SHOP FIRST AND THEN DO ALL SORTS OF OTHER ERRANDS WHILE YOUR MILK SOURS AND THE BUTTER RUNS ALL OVER YOUR CAR SEAT.

Timely Buyers

Ann Conn gets off work at five. She goes by the supermarket to shop while on the way home. She is tired, a bit hungry, and concerned about her children at home with the "sitter."

Joe is retired these days and he enjoys himself. To beat the crowds, he gets up early and before breakfast rushes off to the market to do the weekly shopping. Those donuts look good at 6:00 AM, before breakfast -- and Joe thinks about them with the steaming cup of coffee waiting back home.

Gee, what a mob. Sally and Carlos are shopping at noon. The store is full of carts. It is hectic. Carlos is feeling the rush. He hurries Sally along. Sally feels the pressure and grabs at things for dinner, breakfast, and lunches.......She will be glad to get home, too.

1. What is going on in each of these situations?

2. What do these examples suggest about the wisdom of many of their purchases? Why do you say that?

3. Have you ever been in a similar situation? What happened to your purchasing wisdom?

How would a SUPER SHOPPER avoid such problems?????

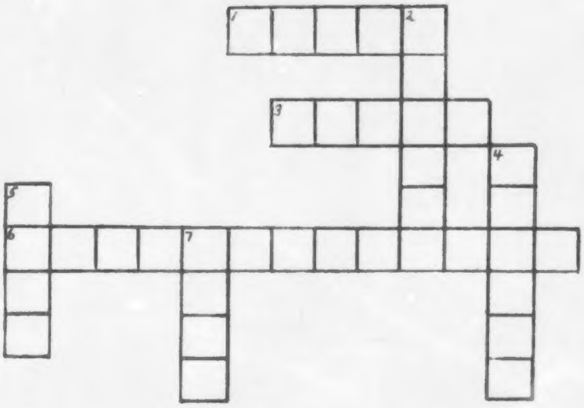
Review Time

Super Shoppers:

1 *PLAN AHEAD.*

CLUES ACROSS

1. Over one-________ of most grocery bills is not for food.
3. Shop ________, rather than with children, spouse, or friends.
6. Purchasing something on the spur-of-the-moment is called __________ __________.



CLUES DOWN

2. Don't shop for food when you are tired or __________.
4. Studies show that consumers spend 50 cents for every ________ they are in the supermarket beyond a half hour.
5. Before shopping, make a shopping ________.
7. Make the grocery store your ________ shopping stop.

Food prices are a continual subject of complaints--probably because everybody has to eat! However, it is interesting to compare the number of hours the average person had to work in 1776 to the required time in 1976 in order to earn enough money to buy basic foods. For instance, to buy one pound of butter (454 grams), the 1776 workers had to put in 12 hours, while their 1976 counterparts only had to work 12 minutes! Only one-fourth as many hours had to be worked in 1976 as in 1776 to buy equivalent amounts of beef or pork, about one-tenth as many for sugar, about one-fifth for flour, or about one-half for molasses.[18] What do you think about these statistics? What about present grocery prices?

170

~~123~~ 124

Super Shoppers:

2 COMBINE ECONOMY WITH NUTRITION.

passwords ...

Super Shoppers:

2 COMBINE ECONOMY WITH NUTRITION.

CARCASS	*The dressed, slaughtered meat animal containing two "sides"*
DEHYDRATED	*Dried; water removed*
FTC	*Federal Trade Commission; government agency responsible for advertising*
FOREQUARTER	*The half of a side of a meat animal carcass closer to the head; each carcass has two forequarters, also called frontquarters*
HINDQUARTER	*The half of a side of a meat animal carcass closer to the tail; each carcass has two hindquarters*
IN SEASON	*The time of the year when a certain fruit or vegetable is harvested and ready to eat; usually the time of year when that fruit or vegetable will be cheapest*
LOSS LEADER	*Item priced at "less-than-cost" to attract bargain-minded shoppers*
MULTIPLE PRICING	*Marking a group of the same item at a single price; for example, 3 for 99¢, or 4/$1.00*

NUTRITIOUS	Describes foods which promote growth and good health
PROTEIN	Complex food substances which are essential for health and growth; found in meats, milk products, and some plant foods such as beans and nuts
RAIN CHECK	A written promise by a store to sell an advertised special item which they have sold out of; the store must allow the customer to buy the item at the advertised special price when the item is back in stock
SIDE	Half of a meat animal carcass, split lengthwise; consists of a forequarter and a hindquarter
SPECIAL	An item advertised and sold at a lower-than-usual price to attract customers
YIELD GRADES	Grades designed to identify carcasses for differences in the amount of usable meat; yield 1 contains the highest portion of usable meat

Ready to Move On ?

Do You Know the Passwords ?

Protein Costs Money

$1.68

78¢

Americans spend more for protein foods than for any other category of food.[4] Let's take a close look at protein.

Protein is the main nutrient responsible for building and maintaining tissues. It forms a part of enzymes and hormones that regulate body processes and supplies energy.[48] Protein contains about 20 basic nutrients called amino acids. Most of these can be manufactured by the body from other foods. However, there are eight essential amino acids that the body cannot produce. These must be obtained from the diet.[13]

68¢

Foods containing all essential amino acids provide a HIGH QUALITY protein and come from animal sources. Examples include meat, poultry, fish, seafood, eggs, milk, and cheese.

LOWER QUALITY protein (lacking one or more of the essential amino acids) is found in dry beans, peas, and nuts--also to a lesser extent in cereals, bread, vegetables, and fruits. However, you can combine low quality protein foods to supply a high quality protein. For example, beans and rice combinations, popular with some ethnic populations, provide both a good quality and amount of protein. Other low quality protein foods can be improved by combining them with some high quality protein food. Some examples are combining breakfast cereal with milk, macaroni with cheese, and a peanut butter sandwich with a glass of milk.[53]

$1.38

88¢

In general, Americans need about a third of a gram of protein for each pound of weight. However, the average American eats far more protein than his body needs. Comprehensive studies even of low-income groups indicate a protein consumption between one and a half and two times as much as is needed. For many Americans, protein consumption is four times the need.[51]

What Are You Paying for Protein?

Protein is one of our most expensive nutrients. In 1977, 33 percent of every food dollar went for protein-rich foods--meat, poultry, and fish. This is the largest percentage spent for any single category of food. Knowing how to judge protein sources in terms of nutritional value is one sure way to get the most for your food dollar.

NUTRITIONISTS USE 20 GRAMS OF PROTEIN AS A STANDARD SERVING AND USUALLY RECOMMEND TWO TO THREE SERVINGS A DAY. HERE ARE FOOD PORTIONS CONTAINING APPROXIMATELY 20 GRAMS OF PROTEIN.[6,9,55] DETERMINE THE COST FOR EACH SERVING. THEN ANSWER THE QUESTIONS ON THE NEXT PAGE. (Visit a local supermarket or check newspaper ads. Find the price for the market unit indicated. Then multiply that price by the decimal amount needed for 20 grams of protein. This gives you the cost per serving. Round all answers to nearest cent.)

FOOD	MARKET UNIT	PRICE PER MARKET UNIT	PART OF MARKET UNIT TO GIVE 20 GRAMS OF PROTEIN	COST OF 20 GRAMS OF PROTEIN
Peanut butter	12 oz.		.23	
Veal cutlets	lb.		.21	
Turkey, ready-to-cook	lb.		.35	
Ham, canned	lb.		.24	
Ocean perch, fillet	lb.		.36	
Frankfurters	lb.		.36	
Milk, whole fluid	½ gal.		.29	
Bologna	8 oz.		.73	
Hamburger	lb.		.24	
Dry beans	lb.		.24	
Pork loin roast	lb.		.33	
Beef chuck roast, bone-in	lb.		.35	
Bacon, sliced	lb.		.52	
Chicken, whole	lb.		.37	
Bread, white enriched	lb.		.51	
Round beefsteak	lb.		.22	
Pork sausage	lb.		.52	
Eggs, large	doz.		.25	
Lamb chops, loin	lb.		.31	
Chicken, breasts	lb.		.25	
Beef liver	lb.		.24	
Bean soup, canned	11½ oz.		.96	
Tuna, canned	6½ oz.		.44	
Ham, whole	lb.		.29	
American process cheese	8 oz.		.38	

ANSWER THE FOLLOWING QUESTIONS USING THE INFORMATION YOU DETERMINED ON THE LAST PAGE FOR THE COSTS OF VARIOUS PROTEIN FOODS:

1. Name four protein sources you found to be inexpensive.

2. Name four protein sources you found to be the most expensive.

3. Do the cheaper sources of protein provide a high or low quality of protein? If a low quality, how could you prepare and serve the food to improve the protein value?

4. Name some ways SUPER SHOPPERS could use this information about protein quality and costs.

BEFORE YOU BUY MEAT: FIND THE COST PER SERVING

Possibly the largest share of the food dollar goes for meat. So it is wise to plan your other purchases around the best meat buys. But finding the best buy in meat takes more than guesswork. You need to know the COST PER SERVING.

Meat prices vary according to tenderness, amount of fat and bone, and consumer demand. Normally, cuts of meat with the bone still in cost less per pound than cuts without the bone.

But, since you can't eat the bone, cuts without the bone may actually cost less per serving.

The chart on the next page can be used to help you plan your meat purchases. One example will show how the chart works:

Ground beef sells for $1.69 a pound (see top line of the chart). The first number to the right of "ground beef" on the chart tells us that one pound of ground beef will serve 4 people. By running your finger across from "ground beef" on the left side of the chart until you reach the column under 169, you will come to the number 42. This tells you that ground beef at $1.69 per pound will cost 42¢ for each serving.

Let's check your understanding. If chicken breasts sell for $1.29 per pound, what is the cost per serving? Did you get 32¢ per serving as your answer? If not, ask for help in reading this chart.

Get the most meat for your money!

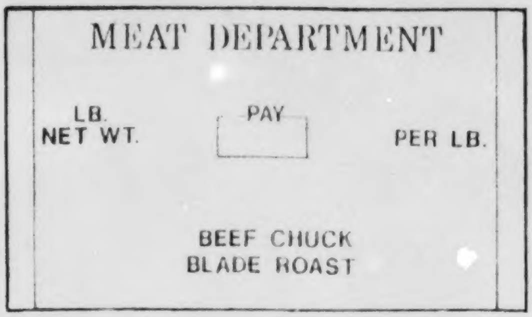
RETAIL CUTS	SERVINGS PER POUND	PRICE PER POUND (CENTS)																
		49	69	89	109	129	149	169	189	209	229	249	269	289	309	329	349	369
		COST PER SERVING																
BEEF																		
porterhouse, T-bone, rib steak; chuck (blade) roast--bone-in; rib roast--bone-in, short ribs	2	25	35	45	55	65	75	85	95	105	115	125	135	145	155	165	175	185
sirloin steak	2½	20	28	36	44	52	60	68	76	84	92	100	108	116	124	132	140	148
round steak--bone-in; rib eye roast; rump or sirloin roast	3	16	23	30	36	43	50	56	63	70	76	83	90	96	103	110	116	123
ground beef; cubed steak; heart; liver; kidney; tongue; stew meat--boneless; frankfurters	4	12	17	22	27	32	37	42	47	52	57	62	67	72	77	82	87	92
LAMB																		
breast, shank	2	25	35	45	55	65	75	85	95	105	115	125	135	145	155	165	175	185
shoulder roast--bone-in	2½	20	28	36	44	52	60	68	76	84	92	100	108	116	124	132	140	148
loin, rib, shoulder chops; leg of lamb--bone-in	3	16	23	30	36	43	50	56	63	70	76	83	90	96	103	110	116	123
PORK--FRESH																		
spare ribs	1⅓	37	52	67	82	97	112	127	142	157	172	187	202	217	232	247	262	277
loin or rib roast	2	25	35	45	55	65	75	85	95	105	115	125	135	145	155	165	175	185
Boston butt--bone-in; blade steak	3	16	23	30	36	43	50	56	63	70	76	83	90	96	103	110	116	123
sausage; center cut or rib chops	4	12	17	22	27	32	37	42	47	52	57	62	67	72	77	82	87	92
PORK--CURED																		
picnic--bone-in	2	25	35	45	55	65	75	85	95	105	115	125	135	145	155	165	175	185
ham--fully cooked:																		
bone-in	3½	14	20	25	31	37	43	48	54	60	65	71	77	83	88	94	100	105
boneless and canned	5	10	14	18	22	26	30	34	38	42	46	50	54	58	62	66	70	74
POULTRY																		
turkey, under 12 lbs.	1	49	69	89	109	129	149	169	189	209	229	249	269	289	309	329	349	369
broiler, ready-to-cook; turkey, 12 lbs. and over	1⅓	37	52	67	82	97	112	127	142	157	172	187	202	217	232	247	262	277
chicken legs, thighs	3	16	23	30	36	43	50	56	63	70	76	83	90	96	103	110	116	123
chicken breasts	4	12	17	22	27	32	37	42	47	52	57	62	67	72	77	82	87	92

36, 75

NOTE: The wide range of prices per pound is given to allow for both high and low cost meats and poultry. For prices not given, use multiples of a lower figure.

1. Store X has a three pound canned ham advertised for $5.67. How many servings could you expect to get from the ham? What would be the cost of each serving?

2. Store Y is advertising turkeys over 12 pounds for 69¢ a pound. Would that be a better buy than the ham? Why?



MEAT DEPARTMENT

LB.
NET WT.

PAY

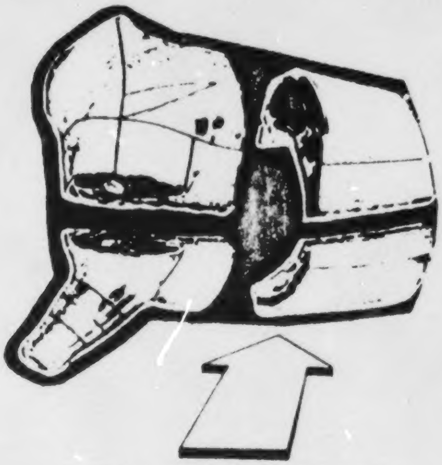
PER LB.

BEEF CHUCK
BLADE ROAST

A uniform meat identity labeling system helps take the guesswork out of meat shopping. A glance at the label will tell you the type of meat, where it comes from on the animal, and the standard retail name.[2]

For example, the label shown on the left identifies a cut of BEEF, from the CHUCK section, known as a BLADE ROAST.

Some grocers go one step further and include information on how to properly prepare the cut of meat. In the case of the "Beef Chuck, Blade Roast," the label might read, "Braise Cook in Liquid," because the roast should be cooked very slowly to make it tender. Other cuts might be labeled with instructions to broil, roast or fry.[4]



FOREQUARTER

HINDQUARTER

Whole beef carcasses usually weigh between 500 and 800 pounds. A side, which includes both the fore- and hindquarters, weighs 250 to 400 pounds. Both the whole carcass and side include the entire range of tender and less tender beef cuts.

The forequarter contains primarily less tender cuts. However, tender rib roasts, rib steaks, and ground beef also come from this section. The forequarter costs less per pound than the hindquarter.

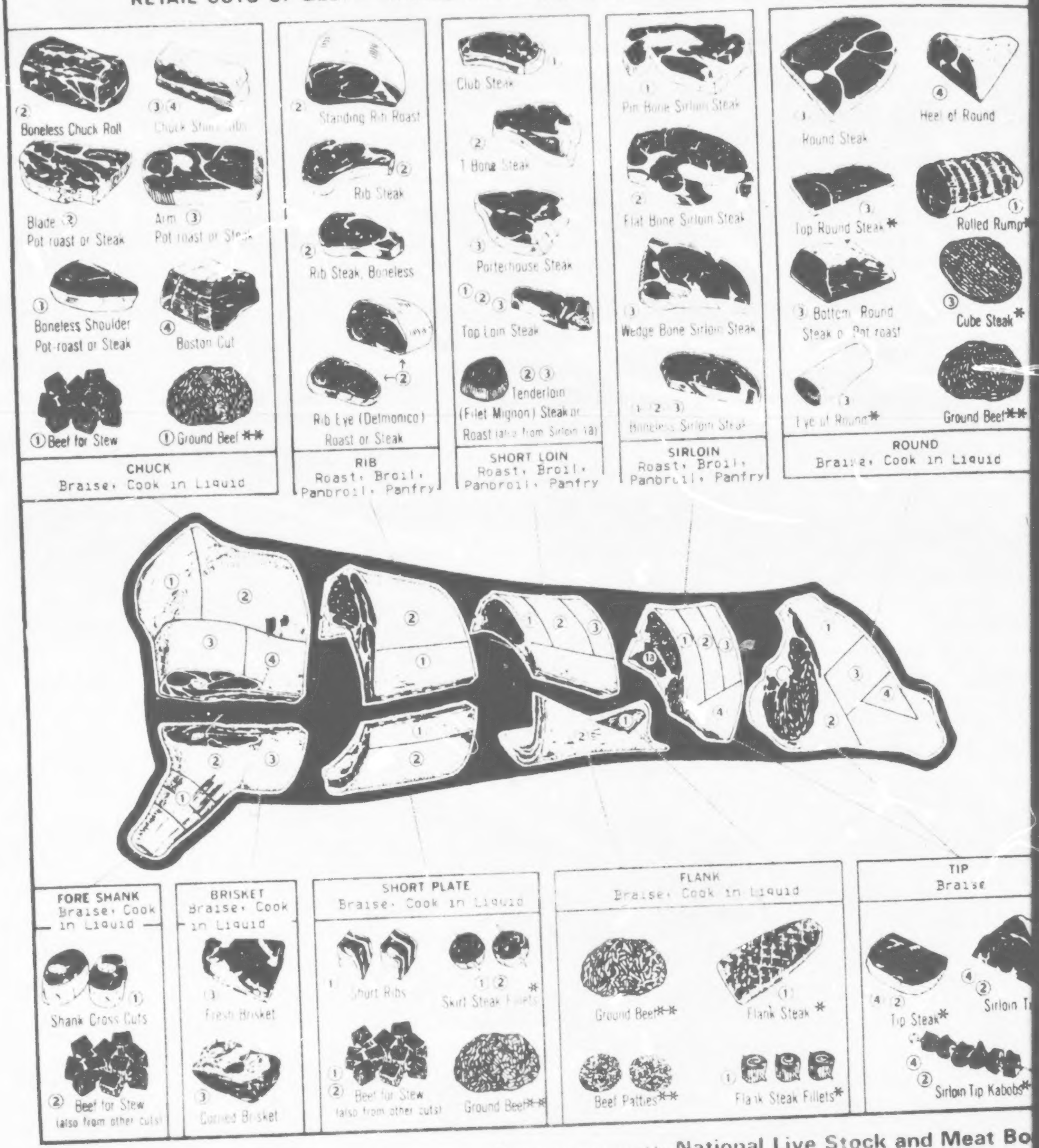
The hindquarter contains more tender steaks and roasts than the forequarter. Ground beef and less tender cuts from the round are also included.[21]

Regardless of cost, equal-size servings of cooked lean meat from either section provide similar food value.[75] Any meat, including economy cuts, can be made tender, juicy and flavorful simply by using the proper cooking methods described on the Beef Chart.

(Although beef is discussed in this section on meat labeling, and a beef chart is shown as an example, other meats, poultry, and fish are just as nutritious and should not be overlooked as high quality protein sources.)[75]

BEEF CHART

RETAIL CUTS OF BEEF — WHERE THEY COME FROM AND HOW TO COOK THEM



This chart approved by **National Live Stock and Meat Bo**

* May be Roasted, Broiled, Panbroiled, or Panfried from high quality beef

** May be Roasted (Baked), Broiled, Panbroiled, or Panfried

~~8~~ ~~X31~~ 132

Getting the Most from Freezer Beef Buys

When figuring costs in buying a whole side or quarter of beef for the freezer, remember that the price usually given is on a "carcass weight" basis. The true cost of edible meat per pound will be more than the advertised price because a certain amount of weight is lost in the fat and bones that will be trimmed away before the beef is wrapped.[26] Here are some points to remember:

- *There's a lot more on a side of beef hanging "on the rack" than meat alone--about one-third is unusable bone and fat.* YOU BUY AND PAY FOR IT ALL!
- *The dressed weight (or usable portion) of a beef carcass is only about 60 percent of its "on hoof" weight.*
- *Yield Grades give you a good idea of how much usable beef is in a carcass and can help you determine the true cost of the meat.*

Yield Grade	Boneless Red Meat
1	82.0%
2	77.4%
3	72.8%
4	68.2%
5	63.6%

Use the following formula to estimate your true cost before buying, or to calculate your exact cost after you've purchased the beef:[21]

$$\frac{\text{Total cost of carcass, side or wholesale cut} + \text{Total cost of cutting and wrapping}}{\text{Estimated or actual pounds of usable beef}} = \text{Cost per pound of usable beef}$$

For example: Suppose you see advertised a freezer beef special for 64 cents a pound for Yield 2 beef. Cutting and wrapping will cost an additional 13 cents a pound. You decide to buy a side weighing 321 pounds. What is the "true cost" per pound?

$$\frac{(321 \times 64¢ = \$205.44) + (321 \times 13¢ = \$41.73)}{(321 \times 77.4\%) = 248 \text{ pounds}} = \$1.00/\text{pound}$$

Exercises

1. What would be the "true cost" of a side of beef advertised for 90 cents a pound, including the cost of wrapping, if the sides average 320 pounds and are graded Yield 3?

2. Mr. Jonas bought a hindquarter of beef for $1.29 a pound. He had to pay an additional 10 cents a pound to have it cut and wrapped. When he purchased the hindquarter, it weighed 165 pounds, but the meat he took home only weighed 120 pounds. How much per pound did he actually pay?

The following questions refer to the advertisement on the right:

FREEZER BEEF SALE

This Week Only!

SIDES 320-330 lb. avg. **$1.48** L

FOREQUARTERS 160-170 lb. avg. **$1.38** L

HINDQUARTERS 160-170 lb. avg. **$1.58** L

SUBJECT TO CUTTING LOSS YIELD 2

3. What does SUBJECT TO CUTTING LOSS mean?

4. If you want to buy a side of beef, what is the most you could expect to pay?

5. How much usable meat would you probably get in a side of beef?

6. Upon going to the store, you discover that they charge an additional 11 cents a pound to cut and wrap the meat. Now, what is the most you could expect to pay for a side of beef?

7. You decide to purchase a side weighing 325 pounds. How much do you have to pay the store?

8. How much are you really paying per pound for the meat?

9. Why do you think the cost given for forequarter meat is cheaper than the cost for hindquarter meat?

Deciding about Freezer Beef Buys

You have learned how to figure the true cost of buying beef by the quarter or side. You can compare that cost to the cost of buying beef in the supermarket. However, there are more points to consider when deciding whether or not to make such a purchase. You may want to also consider:

FREEZER CAPACITY AND AVAILABILITY
CUTS OF MEAT NORMALLY EATEN
AMOUNT OF MEAT YOUR FAMILY CAN USE WITHIN A
SAFE STORAGE PERIOD
REPUTATION OF DEALER

Can you think of other points to consider?

Is freezer beef buying a good idea for you? List the reasons "for" or "against" freezer beef buying:

FOR FREEZER BEEF BUYING	AGAINST FREEZER BEEF BUYING

Look over your reasons. What do you think? Is freezer beef buying a good idea for you? Why?

Shopping For Vegetables And Fruits

The search for the best buy in fruits and vegetables extends to several departments of the supermarket--to the fresh produce, canned goods, frozen foods, and even the dehydrated food sections.

SUPER SHOPPERS get the most vegetables and fruits for their money!

How Much To Buy

FRESH VEGETABLES	*Servings per pound as purchased*
Asparagus	3 or 4
Beans, lima (in pods)	2
Beans, snap	5 or 6
Beets, diced (without tops)	3 or 4
Broccoli	3 or 4
Brussels sprouts	4 or 5
Cabbage:	
Raw, shredded	9 or 10
Cooked	4 or 5
Carrots:	
Raw, diced or shredded (without tops)	5 or 6
Cooked	4
Cauliflower	3
Celery:	
Raw, chopped or diced	5 or 6
Cooked	4
Kale (untrimmed)	5 or 6
Okra	4 or 5
Onions, cooked	3 or 4
Parsnips (without tops)	4
Peas (in pods)	2
Potatoes	4
Spinach (prepackaged)	4
Squash, summer	3 or 4
Squash, winter	2 or 3
Sweetpotatoes	3 or 4
Tomatoes, raw, diced or sliced	5
FROZEN VEGETABLES	*Servings per package (9 or 10 oz).*
Asparagus	2 or 3
Beans, lima	3 or 4
Beans, snap	3 or 4
Broccoli	3
Brussels sprouts	3
Cauliflower	3
Corn, whole kernel	3
Kale	2 or 3
Peas	3
Spinach	2 or 3
CANNED VEGETABLES	*Servings per can (16 oz.)*
Most vegetables	3 or 4
Greens, such as kale or spinach	2 or 3
DRY VEGETABLES	*Servings per pound*
Dry beans	11
Dry peas, lentils	10 or 11

THE CHART BELOW WILL HELP YOU ANSWER THE FOLLOWING QUESTIONS:

1. What can you say is usually true about the yield from a 9 or 10 ounce package of frozen vegetables and a 16 ounce can of that same vegetable?

2. A supermarket is selling fresh spinach for 79¢ a pound, frozen spinach at 2 for 89¢, and canned spinach at 49¢. If you want to buy enough for 4 servings, what would be the best buy?

3. You need 3 or 4 servings of corn. The supermarket has canned corn on sale--two 16 oz. cans for 59¢. Frozen packages cost 3 for 99¢. Which is the better buy?

FRESH FRUIT	*Servings per market unit as purchased*
Apples Bananas Peaches Pears Plums	3 or 4 per pound
Apricots Cherries, sweet Grapes, seedless	5 or 6 per pound
Blueberries Raspberries	4 or 5 per pint
Strawberries	8 or 9 per quart
FROZEN FRUIT	*Servings per package (10 or 12 oz.)*
Blueberries	3 or 4
Peaches	2 or 3
Raspberries	2 or 3
Strawberries	2 or 3
CANNED FRUIT	*Servings per can (16 oz.)*
Served with liquid	4
Drained	2 or 3
DRIED FRUIT	*Servings per package (8 oz.)*
Apples	8
Apricots	6
Mixed fruits	6
Peaches	7
Pears	4
Prunes	4 or 5

152 79 136

SEASONAL BUYING

...FOR FRUITS AND VEGETABLES

Peak Availability of Fruits

Apples: September to May
Apricots: June to July
Avocados: All year
Bananas: All year
Blueberries: June to August
Cantaloupes: May to September
Cherries: May to June
Coconuts: September to March
Cranberries: September to December
Figs: July to September
Grapefruit: October to June
Grapes: June to December
Honeydews: February to October
Lemons: All year
Limes: May to October
Melons: July to October
Nectarines: June to September
Oranges: November to June
Peaches: June to September
Pears: August to May
Pineapples: February to August
Plums: June to September
Strawberries: March to July
Tangerines: November to January
Tangelos: October to January
Watermelons: May to August

Peak Availability of Vegetables

Artichokes (Globe): March to May
Asparagus: March to June
Beans (Green or Wax): April to October
Beans (Limas): April to August
Beets: June to October
Belgian Endive: October to May
Broccoli: October to May
Brussels Sprouts: October to November
Cabbage: All year
Carrots: All year
Cauliflower: September to November
Celery: All year
Corn: May to September
Cucumbers: May to August
Eggplant: August to September
Lettuce: All year
Mushrooms: November to April
Okra: May to September
Onions (Dry): All year
Onions (Green): April to August
Parsnips: October to April
Peas (Green): April to July
Peppers (Green): All year
Potatoes (White): All year
Potatoes (Sweet): September to December
Radishes: May to July
Rhubarb: February to June
Rutabagas: September to March
Spinach: March to May
Squash (Summer): June to August
Squash (Winter): September to November
Tomatoes: May to August
Turnips: September to March

48

THE CHART ABOVE LISTS THE MONTHS OF PEAK AVAILABILITY OF FRUITS AND VEGETABLES. SOMETIME DURING THE MONTHS INDICATED, THE FRUITS AND VEGETABLES SHOULD BE "IN SEASON" IN YOUR AREA OF THE COUNTRY.

BUYING FRUITS AND VEGETABLES "IN SEASON" IS ONE WAY TO LOWER FOOD COSTS, BUT THIS IS NOT ALWAYS A CERTAINTY. FOR EXAMPLE, PRICES FOR ANY FRUIT OR VEGETABLE "IN SEASON" MAY TEND TO BE HIGHER WHEN THEY FIRST APPEAR IN THE SUPERMARKET, THEN SLIGHTLY LOWER LATER IN THE SEASON. CERTAIN HARVESTING DIFFICULTIES OR CROP FAILURE MAY MAKE AN "IN SEASON" FRUIT OR VEGETABLE VERY HIGH IN PRICE. THE COST OF TRANSPORTING THE PRODUCE TO YOUR LOCALITY ALSO AFFECTS THE PRICE.

TAKE A FEW MINUTES NOW TO EXAMINE THE CHART AND REFER TO IT TO ANSWER THE QUESTIONS ON THE NEXT PAGE.

1. How does the economic theory of "supply and demand" apply to seasonal buying of fresh produce?

2. Which fruits and vegetables are readily available all year?

3. Choose a favorite fruit and vegetable. Find out when they are "in season" in your locality and compare the time to the months given on the chart.

4. Certain fruits and vegetables are connected with traditional holidays. Name a holiday or special season most often connected with these items and determine if the fruits or vegetables should be readily available at that time:

   a. cranberries

   b. pumpkins (form of winter squash)

   c. watermelon

   d. apple cider

5. Name three fruits which are likely to be "in season" during winter months.

6. Name three vegetables which are likely to be "in season" during summer months.

7. If you operated a fruit and vegetable stand in your locality, during which month would you probably have the greatest variety of items to sell? Which month would be a good one to go on vacation?

SUPERMARKET SPECIALS

“SOLD OUT”

It is an FTC Rule:

supermarkets must make specials available at the price advertised – either right on the shelf or immediately upon request [64]

So . . .

MAKE THE BEST USE OF ADVERTISING

- on TV and radio
- in the newspaper
- in flyers from the store

COMPARE PRICES

LOOK FOR SPECIALS

SLICED PINEAPPLE 4 for $1.00
CHICKEN PARTS BREAST 69¢/lb
GREEN BEANS 6 Cans $1.00
SLICED STRAWBERRIES 3 10oz. Pkg. 79¢

SHOP WHERE YOU'LL GET THE BEST BUYS

Take the ad with you. Or look at the newspaper ads posted at the store.
Be sure you find the specials at the price advertised.
If you don't find an advertised item, and there's no sign saying where it is, **TELL THE MANAGER.** He may offer you a raincheck, but **THE FTC SAYS, THAT'S NOT ENOUGH** – especially when rainchecks get to be a habit.

YOU CAN HELP

kick their habit of **"sold out" supermarket specials** . . .

COMPLAIN

TO THE MANAGER

if the store makes a habit of not having items as advertised.

PROTEST

To The Manager's Boss

SWITCH

To Another Store . . . where specials are on hand as advertised.

WRITE To FTC

Give Facts (copy of ad) . . .
Just Being Mad Doesn't Help

FEDERAL TRADE COMMISSION
6th & Pennsylvania Ave., N.W.
Washington, D. C. 20580

Individual complaints about mispriced or unavailable items will be studied and recorded. However, FTC can act only in the broad public interest.

(CHECK YOUR TELEPHONE DIRECTORY FOR A FTC REGIONAL OFFICE OR FIELD STATION IN YOUR AREA.)

ALSO REPORT YOUR COMPLAINT TO YOUR STATE'S OFFICE OF CONSUMER AFFAIRS.

More about "SPECIALS" . . . .

Examine the ads carefully. Sometimes advertisements will state that supply is limited or only a certain number are available. RAIN CHECKS do not have to be given in such cases. Also, specials may be offered only in certain stores--such as "Available only at stores featuring delicatessen departments."

A STORE COUPON may be required for the purchase of an item on special. Sometimes, there is a limit on the number of such items that a shopper may buy. The shopper may be required to spend a certain amount of money on other purchases in order to buy the "special" item at the reduced price.

"Specials" might be priced even less than the cost to the store and are termed LOSS-LEADERS. Stores lose money on such sales. However, the additional customers the special items bring into the store may purchase nonsale items to make up for the loss.[45]

MULTIPLE PRICING

Sometimes products are MULTIPLE-PRICED. Items marked "3 for 99¢" can have an amazing power of suggestion. They sell more quickly than if they were simply marked 33¢ each.[46] There may be a small savings to buying items multiple-priced (such as "3 for 79¢") if the shopper has need for large quantities of that item.

Cream Pies .	**3**	3½-oz. PKGS	$\$1^{29}$
Fruit Pies . .	**3**	8-oz. PKGS	$\$1^{29}$
Muffins . . .	**2**	[illegible] PKGS	$\$1^{39}$

More people than ever are shopping the specials. But, remember that "special" does not necessarily mean "on sale."[1] You, the consumer, have to know the regular price of advertised items to know if you're getting a better deal!

No item on sale is a bargain unless you really need it!

Review Time

Super Shoppers:

2 COMBINE ECONOMY WITH NUTRITION.

CIRCLE THE LETTER OF ALL THE CORRECT MULTIPLE CHOICE ANSWERS FOR EACH OF THESE INCOMPLETE SENTENCES. (There may be more than one correct answer per question.)

1. Most Americans eat
    a. more protein than they really need.
    b. just as much protein as their bodies require.
    c. less protein than they should.

2. A high-quality protein is provided by
    a. 2 slices of bread.
    b. a peanut butter sandwich and a glass of milk.
    c. a slice of roast beef.

3. Average food shoppers spend about ________ of their food money on protein foods.
    a. 1/3
    b. 1/2
    c. 3/4

4. To get the most meat for your money, you need to
    a. always buy enough meat for 6 oz. servings.
    b. buy large cuts of meat without a bone.
    c. compare the cost per serving and buy accordingly.

5. To determine the true cost per pound of buying a side of beef, you need to know
    a. the yield grade.
    b. the weight of the animal before it is slaughtered.
    c. the cost of the meat, plus any additional costs for cutting and wrapping.

6. Buying foods in season applies mainly to
    a. milk and dairy products.
    b. fruits and vegetables.
    c. breads and cereals.

(Continued on next page)

7. A disadvantage of buying foods when they are not in season is that
   a. the price will probably be higher.
   b. they will spoil more easily.
   c. they will be more readily available.

8. A true statement about the seasonal buying of produce is that
   a. all fruits and vegetables are in season during the summer.
   b. all fruits and vegetables are higher in price in the winter.
   c. during every month of the year, you should be able to find some fruit or vegetable that is in season.

9. Multiple pricing refers to
   a. selling items at prices higher than those advertised.
   b. marking items as a group--for example, 2 for 49¢.
   c. giving "rain checks" for advertised items not in stock.

10. The federal agency which issues rules about food advertisements is
   a. the Federal Trade Commission.
   b. the Food and Drug Administration.
   c. the Department of Agriculture.

A. Eggs are priced by weight, and here is a good "rule of thumb" to help you buy the most egg for your money: IF THE DIFFERENCE IN PRICE IS LESS THAN 7¢ BETWEEN ONE SIZE AND THE NEXT SIZE, BUY THE LARGER SIZE.[45] Using that as a guideline, which would be the best buy?

Medium eggs selling for 56¢ a dozen
Large eggs selling for 65¢ a dozen
Extra-large eggs selling for 71¢ a dozen

USE NEWSPAPER ADVERTISEMENTS OF SUPERMARKETS IN YOUR AREA TO ANSWER THE FOLLOWING QUESTIONS:

B. Are any stores advertising the same products? If so, list the products and the advertised prices. Is there one store that seems consistently cheaper?

C. Choose three advertised items from one supermarket. Find out if these items are really "on sale." How did you determine that?

D. Do any of the stores place a limit on the number of specials you can buy? If so, how do they do it?

E. Find three cuts or types of meat or poultry listed on page 23 that are also advertised. Using the servings per pound as your guide, calculate the cost of a serving of each.

F. Using the serving sizes from page 21 and the meat chart on page 23 as guides, what protein food advertised would be a BEST BUY for your money? Why do you say that?

From Our Meat Department
Ham Patties
Smoked Daisies
Breakfast Strips
Sliced Bologna
POTATOES . . 10 LB. BAG 88¢
. . 5 LB. BAG 78¢
LB. PKG. 24¢
28¢
Freezer Tape
USE IN CHEESECAKE
Cream Cheese
2 8-oz pkgs
99¢
DELI
ECONOMY SPECIALS!
No. 1 $21.95
No. 2 $26.95
SOUL FOOD
PIG FEET . . . . . LB 69¢
PIG TAIL . . . . . LB 69
PRODUCE
#1, North Carolina Sweet Potatoes
Florida, Sweet Juicy White or Pink Seedless Grapefruit
U.S. Fancy, Crisp, Juicy Jonathan Apples
Florida, Sweet Grapefruit Juice
For Sandwiches or Salads Large Size Tasty Tomatoes
Salad Perfect, Crisp Fresh Cucumbers
Salad Perfect, Fresh Green Bell Peppers
Zesty Green Onions
GRAPE JUICE 79¢
ROASTING CHICK
69¢
SAVE 40
Shoulder Roast or
lish Roas
PRODUCE
FOR ONLY 99
HALF and HALF CREAM Pint 59¢
COTTAGE CHEESE 85¢ 16 oz.
ALL PURPOSE WHIPPING CREAM Pint 95¢
$1.89 lb
$1.79 lb
Rib Steaks $1.29 lb
$1.39
U.S. NO. 1 GENUINE RO
BAKING POTATOES
10 LB. BAG $1
Cello Carrots
Tangerines 5 99
Sweet Potatoes 15 99
Melon 4
Cherry Pie
Corn On The Cob
FROZEN
FROZEN SEA
U.S.D.A. Choice Government-Inspected Heavy Western Beef:
U.S.D.A. Choice Beef Loin Sirloin Steak per lb $2.59
U.S.D.A. Choice Beef Round Round Steak per lb $2.49
U.S.D.A. Choice Beef Cubed Steak per lb $2.79

Super Shoppers:

3 USE COMPARISON SHOPPING.

1944

passwords . . .

Super Shoppers:

3 USE COMPARISON SHOPPING.

CONVENIENCE STORES	*Small food stores which stock only the most common items, usually at higher prices; generally located in or near residential areas*
COOPERATIVES	*Food stores formed by groups of consumers themselves; generally have low prices and limited customer services; may or may not have membership requirements*
DRAINED WEIGHT	*The weight of the solid contents of a container after processing; the weight of a can of food minus the can and packing liquid*
EXPIRATION DATE	*A date on a food product which shows the last date a product should be used*
FOOD GRADES	*Measures of quality set by the U.S. Department of Agriculture; not required by law, but food processors may pay for voluntary grading services*
FOOD STANDARDS	*Requirements established by the FDA and the USDA to give consumers some guarantee of the content and quality of many food products*
GENERIC PRODUCTS	*"No-name" products; usually packaged with a plain label listing only the product and the information required by law*
MANDATORY	*Something that must be done; required by law*
NUTRIENTS	*Chemical substances in foods which are needed by the body in certain daily amounts in order to function properly*
NUTRITION LABELING	*Food labeling which shows the amount of nutrients a certain food product contains; also shows calorie totals and the number and size of servings in a food product*

OPEN DATING	A comparison shopping tool which lets consumers compare the freshness of food products by dates which are stamped on them
PACK DATE	A date on a food product which shows when the product was packed or processed
PULL DATE	A date on a food product which tells the last day the product may be sold as fresh
QUALITY ASSURANCE OR FRESHNESS DATE	Tells the "use before" date, the length of time the processor thinks the product will be at peak quality
SOLID WEIGHT	Weight of the raw food before processing
SPECIALITY STORES	Food stores with only one type of food product to sell; for example, meat or fish
STANDARDIZED FOODS	Foods which are not required to list ingredients on their labels
STORE BRANDS	Food products manufactured and/or packaged by or for supermarket chain stores under their own name; generally cheaper in price than better known national brands; also called house brands
UNIT PRICE	Price per unit of measure
UNIVERSAL PRODUCT CODE	The series of vertical blanks and bars which is printed on the labels of products; an identifying number which is then translated by a computer for price and product descriptive information which can be read by checkout scanners in computer equipped supermarkets; also called UPC
U.S. RDA's	U.S. Recommended Daily Allowances; the approximate amounts of nutrients that an adult should eat everyday to stay healthy; used on nutrition labels
VOLUNTARY	Something not required, but often done of one's own accord or by free choice

Ready to Move On ?

Do You Know the Passwords ?

COMPARISON SHOPPING

Comparison food shopping is a set of tools to keep you and your money from parting foolishly. Six of these tools are described in this section.

CAREFULLY READ *about each comparison shopping technique before continuing in this section of the PAL.*

UNIT PRICING

Unit pricing makes it easy to compare the prices of packages of different sizes and shapes and weights. Before unit pricing, the consumer had to be a math wizard to compare something like a "5½ ounce package for 29¢" with a "7¼ ounce package for 42¢". Now most stores show the price per unit (that is, per pound, pint, ounce, etc.) with a label on the store shelf.

OPEN DATING

Open dating lets consumers compare the freshness of products. Open dates are plainly marked and easily read by the consumer and usually show the last date an item may be sold. They are most often found on meat and dairy products.

LABELS

These are probably the best source of consumer information, at least at the "point-of-sale". By learning to read and understand labels, the smart shopper can readily compare products wisely.

BRANDS

Large supermarket chains can afford to have products manufactured and/or packaged, and then sell them with their own brand name, or "house" name. Store brands can be just as good as national brands and usually are cheaper.

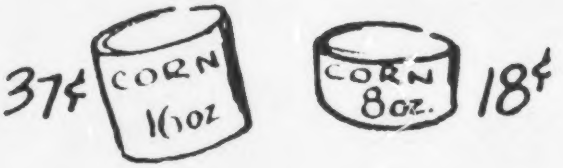
STORE SELECTION

There is a large number of stores where the consumer can purchase the same product. These stores are different in many ways. One way is in the prices they charge. Smart shoppers learn to compare the price of specific items at different stores.

FOOD STANDARDS

Food standards give you some guarantee of the quality and safety of many basic foods in the supermarket. They are defined and set standards administered by the Food and Drug Administration and should not be confused with the U.S. Department of Agriculture (USDA) Grades.

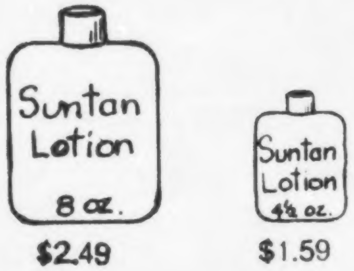
✻ UNIT PRICING



Which can of corn is the better buy? Luckily, Happ has his pocket calculator with him so he'll easily figure out that the smaller, not the larger, can of corn is the better buy. Larger sizes are sometimes, but not always, the best bargains!

Well, that was probably a little too easy, so try this one . . .

⇦ ⇦ ⇦ ⇦ ⇦ ⇦



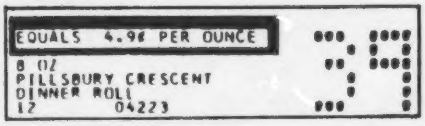
More difficult? Unless you're a math wizard, or carry a calculator around with you, you could spend hours in a supermarket making sure you get the best buys. But now, there's a new and better way . . .

HERE

⇩

it is

WHAT? Unit pricing is a label on the shelf or product package that states the price per measure, weight, or count, along with the retail price for the entire item.[31] Unit pricing ignores container sizes, shapes, and quality. Unit pricing allows the consumer to compare the cost of two different sizes of a product by telling how much it costs per unit--per pound, per ounce, per quart, etc.



EQUALS 4.9¢ PER OUNCE
8 OZ
PILLSBURY CRESCENT
DINNER ROLL
12 04223
39

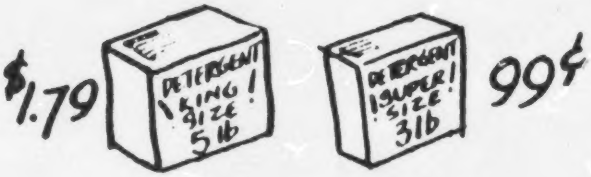
WHO? Computers figure out most unit prices, and it takes only a fraction of a second. All the math is done for you.

WHERE? Generally, the program is voluntary, but in some areas unit pricing is required by local laws. In stores which do have unit pricing, you'll find a label on the store shelf near the item. Stores that do unit price their items usually do not give the unit price for frozen foods or the revised unit price for items on sale. Check your neighborhood to find stores that do use unit pricing.

Unit pricing is great for consumers, but unit price comparisons do have some limitations. For example, it is difficult to compare the unit prices between canned and frozen foods unless you know the drained weight of the canned food and do not include the weight of the packing liquid.

WHAT HAPPENS WHEN YOU GO TO A STORE WITHOUT UNIT PRICING? HOW DO YOU FIND THE BEST BUY ON YOUR OWN?

$$\text{Unit price} = \frac{\text{Price}}{\text{Amount of Product}}$$



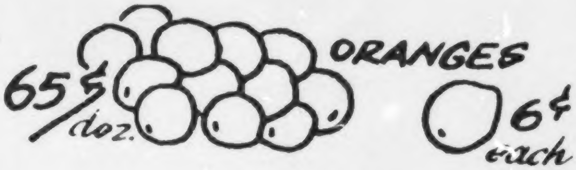
$$\begin{array}{r} \$\ .358 = \$.36 \\ 5\overline{)\$1.790} \\ \underline{1\ 5} \\ 29 \\ \underline{25} \\ 40 \\ \underline{40} \end{array} \qquad \begin{array}{r} \$.33 \\ 3\overline{)\$.99} \\ \underline{9} \\ 9 \\ \underline{9} \end{array}$$

Obviously, the 3 pound box at 33¢ per pound is the better buy.

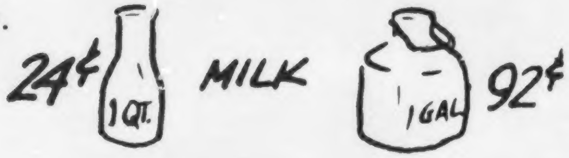
TRY YOUR HAND AT THESE:

Use the formula shown above and your math skills to find the better buy in each pair. Circle the size giving the most for your money.

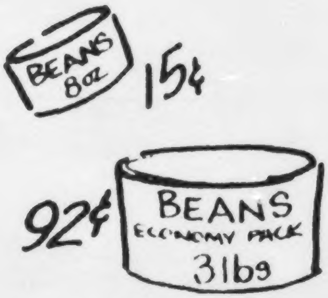
A.



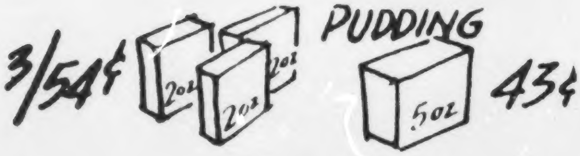
B.



C.



D.



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THE SUPER SHOPPER KNOWS THAT THE PRINCIPLE OF UNIT PRICING CAN APPLY TO MANY TYPES OF PURCHASES.

DETERMINE THE UNIT PRICE OF EACH OF THE FOLLOWING ITEMS TO THE NEAREST TENTH OF A CENT. ASSUME THAT THE ITEMS ARE OF THE SAME QUALITY AND CIRCLE THE LETTER OF THE SIZE THAT IS THE BETTER BUY.

	ITEM	SIZE	DESCRIPTION	COST	UNIT PRICE
1.	Candy bars	A	bag of 12	$1.56	______ per bar
		B	bag of 10	1.00	______ per bar
2.	Shampoo	A	15 oz. bottle	.50	______ per oz.
		B	16 oz. bottle	.54	______ per oz.
3.	Peanuts	A	12 oz. can	.68	______ per oz.
		B	8 oz. jar	.50	______ per oz.
4.	Theme books	A	package of 3	1.00	______ each
		B	package of 4	1.34	______ each
5.	Pencils	A	package of 30	1.19	______ each
		B	package of 25	.98	______ each
6.	Pens	A	package of 5	.77	______ each
		B	package of 4	.62	______ each
7.	Markers	A	package of 6	.77	______ each
		B	package of 5	.62	______ each
8.	Notebook	A	144 pages	1.59	______ per page
		B	70 pages	.50	______ per page
9.	White glue	A	8 oz. bottle	1.19	______ per oz.
		B	10 oz. bottle	1.59	______ per oz.
10.	Cola	A	32 oz. bottle	.37	______ per oz.
		B	8 12 oz. bottles	2.06	______ per oz.

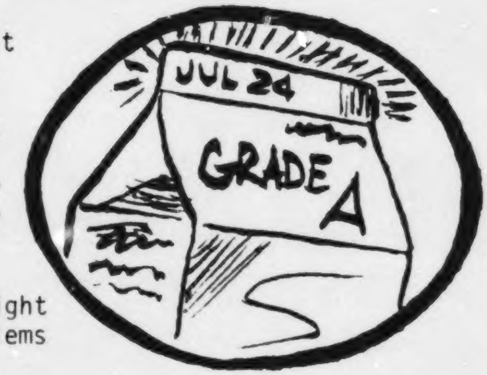
40 150

✻ OPEN DATING

HAVE YOU EVER...

- ✷ *HAD A CARTON OF MILK TURN SOUR BEFORE YOU USED IT ALL?*
- ✷ *OPENED A PACKAGE OF CREAM CHEESE AND FOUND IT COATED WITH MOLD?*
- ✷ *DISCOVERED A CAN OF TUNA HIDING IN THE BACK OF YOUR CUPBOARD AND WONDERED HOW MANY YEARS IT HAD BEEN THERE?*

Items such as dairy products, baked goods, meats, and fresh produce (fruits and vegetables) spoil quickly. They need to be used within a few days after purchasing them. Open dating can help you buy fresh products and use them before they spoil.



Open dating is any date on a food item that can be easily read and understood by the consumer. It usually is considered to be an indication of freshness. Guides to freshness are useful to consumers, and shoppers are requesting such information. Therefore, many food processors and retailers are voluntarily putting open dates on more and more items.[28]

There are four types of open dates that might appear on a package or can. One of the problems consumers have is knowing what the different dates mean. Let's find out:

Pack Date	TELLS WHEN THE PRODUCT WAS PACKED OR PROCESSED. BAKED GOODS OR CANNED PRODUCTS ARE OFTEN MARKED IN THIS WAY. PACK DATES ARE HELPFUL ONLY IF THE CONSUMER KNOWS THE PRODUCT'S SHELF LIFE (HOW LONG IT IS GOOD AFTER IT HAS BEEN PACKAGED).

Pull Date or Shelf Removal Date	TELLS THE DATE AFTER WHICH THE PRODUCT CANNOT BE SOLD AS FRESH. MILK AND GRADE A DAIRY PRODUCTS MUST BE REMOVED FROM THE SHELF AFTER REACHING THE PULL DATE. THIS IS THE KIND OF OPEN DATE THAT IS USED MOST OFTEN. IT ALLOWS A REASONABLE TIME FOR HOME USE AND STORAGE UNDER PROPER CONDITIONS.
Quality Assurance or Freshness Date	TELLS THE "USE BEFORE" DATE, THE LENGTH OF TIME THE PROCESSOR THINKS THE PRODUCT WILL BE AT PEAK QUALITY. GENERALLY, THE FOOD MAY BE SAFELY USED FOR A REASONABLE PERIOD OF TIME AFTER THAT BUT WILL NO LONGER BE OF TOP QUALITY.
Expiration Date	TELLS THE LAST DATE ON WHICH A PRODUCT SHOULD BE USED. THE EXPIRATION DATE IS SELDOM USED BECAUSE IT IS SIMPLY NOT POSSIBLE TO STATE EXACTLY WHEN A PRODUCT WILL BECOME UNACCEPTABLE.[28,50,62]

◆

Now check your understanding of the four types of open dating. Match the dates on the left with the correct open dating type by drawing a line to connect them.

MAY NOT BE SOLD AFTER 5/18/89
USE BEFORE 5/18/89
NOT GOOD AFTER 5/18/89
CANNED 5/18/89

PACK DATE
PULL DATE
QUALITY ASSURANCE DATE
EXPIRATION DATE

◆

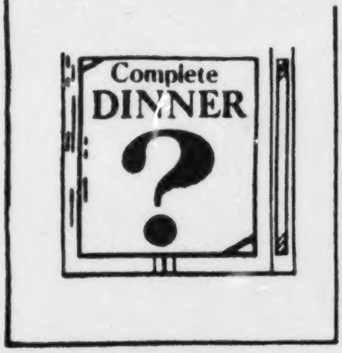
Sometimes you will see "code dates" which are codes used by manufacturers and supermarkets for product identification and rotation.[28] Consumers are not supposed to understand them, but some manufacturers have given consumer groups information on how to decode their systems. Understanding the code used by a particular manufacturer could help consumers know if a can of food hidden on the back of a pantry shelf is still safe to eat. One example of a code date is given at the right.

Sample Code (first 4 digits):

F629

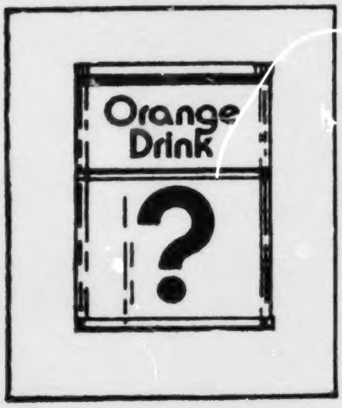
month (Nov)	year (1976)	day (29th)
H-Jan	M-May	D-Sept
J-Feb	A-Jun	E-Oct
K-Mar	B-Jul	F-Nov
L-Apr	C-Aug	G-Dec

* LABELS



Making Food Labels More Informative

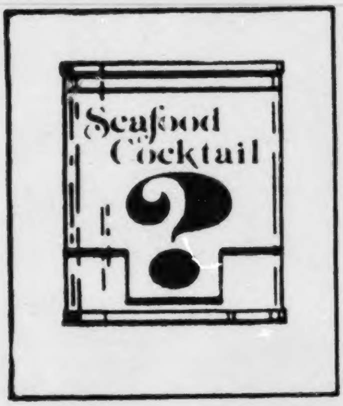
How much seafood is there in a seafood cocktail?
What's the nutritional value of a frozen TV dinner?
Is there any orange juice in an "orange drink"?



Once upon a time the answers to these questions were impossible for the average consumer to get. Today, thanks to the efforts of consumer groups, governmental agencies, and the food manufacturers, these answers are much easier to obtain.

Laws are now in effect which require the food industry to supply some of this information to the consumer.

Here is some basic information that is REQUIRED on food labels:



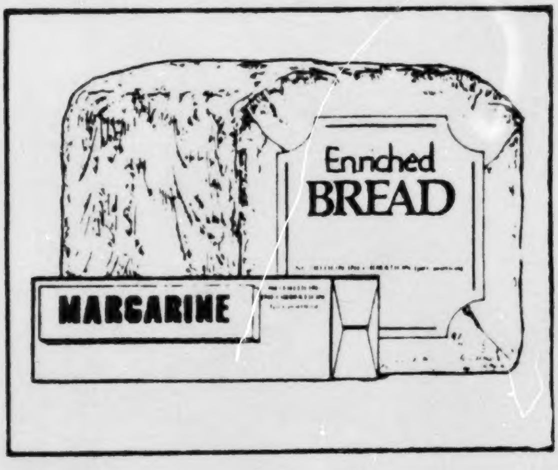
DESCRIPTIVE NAME OF PRODUCT

NET CONTENTS OR NET WEIGHT

NAME AND ADDRESS OF PACKER, MANUFACTURER, OR DISTRIBUTOR

LISTING OF INGREDIENTS IN DESCENDING ORDER OF AMOUNT USED (UNLESS THE PRODUCT IS STANDARDIZED)

Food labels may include other information--such as brand name, price, illustrations, recipes, serving suggestions, and store instructions.[12,50,74]



Other rules apply to certain foods. For instance, foods labeled "low calorie" can contain no more than 40 calories per serving. Foods labeled "reduced calorie" have to be at least one-third lower in calories than similar foods for which they can substitute.[52]

In addition, any food to which a nutrient is added, or which makes a nutritional claim, must have a NUTRITION LABEL.[60] Nutrition labeling for other foods is optional

Nutrition Labels: A Great Leap Forward

Everyone's body needs certain chemical substances in certain daily amounts to function properly. The substances in food which perform this function are called NUTRIENTS.

Nutrients provide fuel for energy and also materials to help build, repair, or maintain body tissues and processes.

Many foods carry Nutrition Labeling panels, like the one on the next page.

Let's find out how smart shoppers can use Nutrition Labeling.

To serve better meals:

one: Labels can be compared to balance your daily supply of nutrients. A shopper can add the amount of vitamins, protein, etc., eaten each day and see which is lacking to round out a day's eating.

two: Labels can help people count calories (units of body energy produced by food). Unused calories turn into body fat.

three: People on special doctor's diets can use nutrition labeling to avoid certain foods.

four: New foods can be inspected to see what nutrients they supply.[74]

To save money:

one: Nutrition labels can show you that less expensive items are not always the best buys. More expensive items may have higher amounts of important nutrients and be worth the higher price.[60]

two: Use labels to compare costs of similar foods. Nutrition labels must list the size of a serving (or portion) and the number of servings in the container.[27]

three: Labels can show you that many canned and packaged foods, which are cheaper substitutes for more expensive foods, may have high amounts of nutrients at a reasonable price.[60]

U.S. RDA

You can't fully understand nutritional labeling until you understand U.S. RDA's--United States Recommended Daily Allowances for the nutrients you need each day to stay healthy.[54]

U.S. RDA's were developed by the Food and Drug Administration for use in nutrition labeling and for labeling of dietary supplements and special dietary foods. Nutrition labels list U.S. RDA's by percentage for each food serving.[54] For example, on the label on the next page, each serving of Peas and Carrots supplies 6% of the protein you need for one day.

All nutrition labels, regardless of what food they appear on, must show U.S. RDA's for protein, five vitamins (vitamin A, vitamin C, and three B vitamins--thiamin, riboflavin, and niacin), and two minerals (calcium and iron). Information on other vitamins and minerals may also be listed, but is not required.[72]

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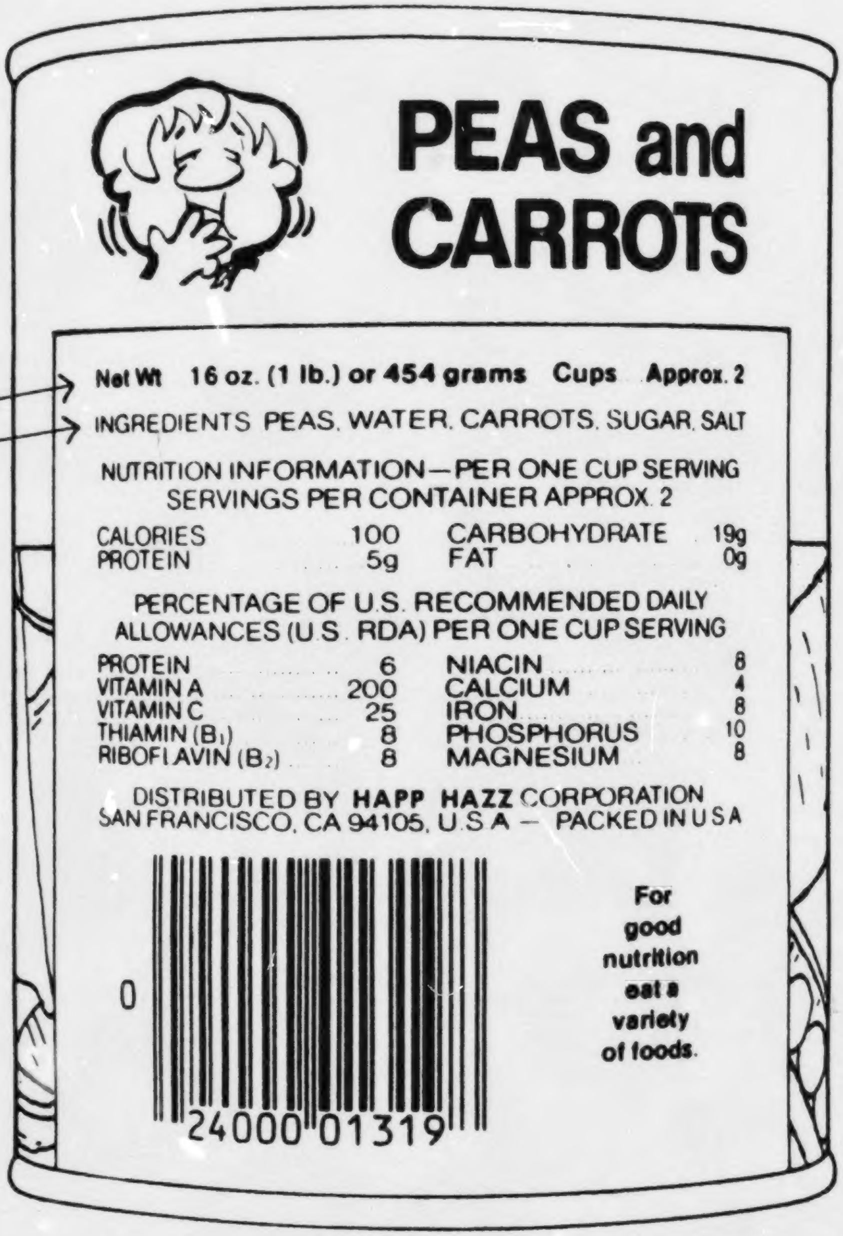

PEAS and CARROTS

Net Wt 16 oz. (1 lb.) or 454 grams Cups Approx. 2

INGREDIENTS PEAS, WATER, CARROTS, SUGAR, SALT

NUTRITION INFORMATION—PER ONE CUP SERVING
SERVINGS PER CONTAINER APPROX. 2

CALORIES	100	CARBOHYDRATE	19g
PROTEIN	5g	FAT	0g

PERCENTAGE OF U.S. RECOMMENDED DAILY ALLOWANCES (U.S. RDA) PER ONE CUP SERVING

PROTEIN	6	NIACIN	8
VITAMIN A	200	CALCIUM	4
VITAMIN C	25	IRON	8
THIAMIN (B_1)	8	PHOSPHORUS	10
RIBOFLAVIN (B_2)	8	MAGNESIUM	8

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For good nutrition eat a variety of foods.

Ingredients must be listed in their order by weight. The ingredient shown first must be the one used in the greatest amount.[50] This means that this can has more water than carrots!

The weight shown is the total weight of the contents of this can--including all the water, sugar, and salt! Consumer groups are urging the listing of either DRAINED WEIGHT or SOLID WEIGHT. Drained weight is the weight of just the food after processing. Solid weight labeling would show the weight of the raw food before processing. Either listing would be helpful to consumers because not all 16 ounce (454 gram) cans have the same amount of FOOD inside.

LET'S SEE HOW WELL YOU UNDERSTAND THE INFORMATION PRINTED ON FOOD LABELS.

BEFORE EACH TRUE STATEMENT, WRITE THE LETTER "T."
BEFORE EACH FALSE STATEMENT, WRITE THE LETTER "F."
CORRECT THE FALSE STATEMENTS TO MAKE THEM TRUE.

_____ 1. Calories per serving must be shown on the nutrition information label.

_____ 2. Nutrition labeling forces everyone to eat foods that are good for them.

_____ 3. Nutrition labeling is required for all foods.

_____ 4. The nutrition information panel tells how many servings or portions there are in the container.

_____ 5. Percentages of U.S. RDA's for all vitamins and minerals present in the food must be shown on the nutrition label.

_____ 6. The nutrition label lists the types of fats that are good for you.

_____ 7. Protein is listed twice on nutrition labels--giving the grams of protein per serving and the percentage of U.S. RDA for protein.

_____ 8. The nutrition label for Peas and Carrots shown on the opposite page indicates that this food is a good source of vitamin A.

_____ 9. Nutrition labeling makes nutrition information available to anyone who wants to use it.

_____10. The nutrition information listed is per serving.

THE FOLLOWING STATEMENTS REFER TO ALL FOOD LABELS--NOT JUST THOSE WITH NUTRITION LABELS. FOLLOW THE DIRECTIONS AS ABOVE.

_____11. Ingredients must be listed on all food products, unless the product is standardized.

_____12. The net weight must be given for just the food inside the container and not for the packing liquid or other ingredients.

_____13. The listing of ingredients must be in ascending order, beginning with the ingredient used in the smallest amount.

_____14. Foods labeled "low calorie" must not contain any sugar.

_____15. Manufacturers are required to place a picture of the food on the label.

This is the beginning of the end of the long check-out line.

21000 65883

THE UNIVERSAL PRODUCT CODE INCLUDES TEN STANDARD DIGITS. THE FIRST FIVE DIGITS IDENTIFY THE MANUFACTURER; THE SECOND FIVE IDENTIFY THE INDIVIDUAL PRODUCT.[24] EVERY PRODUCT AND EVEN EVERY VARIATION OF THE SAME PRODUCT--SUCH AS DIFFERENT SIZES--HAVE INDIVIDUAL AND UNIQUE CODES.

Just what are those innocent-looking vertical bars on you grocery packages?

It's something called the Universal Product Code (UPC). It's on thousands of products sold in supermarkets.

The computer has come to your supermarket!

Here's how it works in stores which are set up to handle UPC.

At each checkout lane, there is an electronic cash register that is hooked up to a computer. In each checkout counter there is a scanner with a laser beam that "reads" the bars.

As you unload your order, the clerk slides each item across the scanner. The laser beam sends the item's code to the store's central computer which sends back the item's price. Almost immediately, the price and description of the item are flashed on the viewing screen at the cash register. The cash register tape shows not only the prices, but the item descriptions as well.[47]

Consumers should know the benefits and disadvantages of this new system.

CHECKOUTS GO COMPUTER

The cash register checkout process should be faster. The clerks do not have to read prices and ring up items.[32]

The checkout process will be more accurate. Computer registered prices are almost error-proof.[32]

The computer's register tape will provide accurate and detailed records of each purchase, including a description of the items as well as their cost.[32]

Check cashing will be fast. Computers will automatically OK the check.[47]

Food prices may be cut since food prices do not have to be stamped on each item. Prices will be displayed as part of unit pricing shelf labels.[32] (However, some local areas have passed laws requiring prices posted on foods.)

Supermarket computers can keep an exact up-to-the-minute inventory of all UPC items in store.[47]

Multiple priced items won't have to be placed together on the checkstand. The computer will automatically figure the price break.[47]

Shopping without price markings on items can be confusing, time consuming and expensive. A shopper will not be able to compare an item picked up in one aisle with a similar item in another aisle, unless he has memorized all the shelf labels.[44]

Computers in the supermarket cost money. You may end up paying for the store's computers through higher food prices.[47]

Computer programmers could make errors when feeding price information into the computers. Also the computer could malfunction.[47]

Prices placed on very low or very high shelves are difficult to read. Unless they are kept neat, the consumer may not know which posted price refers to which product.[47]

The consumer will not be able to compare the item price with a similar item at home unless he keeps the register tapes. Even then, the sizes must be shown.[47]

Deciding About Computer Check-out

You have read some of the PRO's and CON's of computer check-out developments in supermarkets. Now you may be ready to make a decision.

1. If there are computer check-out facilities in your area, talk to persons who have used them -- store clerks and consumers.
2. Fill out this chart.

POSITIVE FACTORS (your judgment)	NEGATIVE FACTORS (your judgment)

YOUR CONCLUSION -- Do you want to shop at a market using this technology?

* BRANDS

Don't let advertising campaigns persuade you to buy heavily promoted and well-known brand-name products if STORE BRANDS will do as well -- and save you money, too!

STORE BRANDS are products which large supermarket chains package and sell under their own name. They are often as good and cheaper in price than the better known brands. Store brands are even frequently processed by name-brand packers.[4]

NATIONALLY KNOWN "NAME" BRANDS such as Del Monte, Green Giant, etc., have assured quality. However, they are nationally known because of extensive advertising. Advertising expenses are included in the cost of the product. Therefore, these products usually cost more than store brands.

GENERIC PRODUCTS could also save you money. These are the "plain wrap," "no-frills," or "no-name" products appearing on supermarket shelves across the country. They are neither nationally known brands nor store brands. Their labels give necessary information required by law. However, the labels have no picture and say simply "green beans" or "laundry detergent" or whatever is in the package. Generic products are usually of a lower-grade quality than store or national brands. The green beans may not be all the same length. The peas may not be all the same size. Paper products are probably single-ply. But generic products will be cheaper.[20, 37]

SUMMARY: FILL IN THE BLANK SPACES USING THESE WORDS:
LOWER, ASSURED, SIMILAR.

1. Nationally known brands have ________________ quality.
2. Store brands are often of ______________ quality as nationally known brands.
3. Generic products are often of ______________ quality than store or national brands.

COMPARE BRANDS

VISIT A STORE IN YOUR AREA TO DETERMINE PRICES OF THE FOLLOWING PRODUCTS. COMPARE PRICES OF NATIONAL AND STORE BRANDS AND GENERIC PRODUCTS, IF AVAILABLE. (MAKE SURE TO GET PRICES FROM IDENTICAL SIZES AND TYPES OF MERCHANDISE.)

0000000000000000000000000000000000000000000000000000000000000000000000000000

ITEM	QUANTITY	BRAND NAME AND TYPE (National, store, generic)	PRICE
Flour			
Salad oil, vegetable			
Margarine, quarters			
Peanut butter			
Peaches, sliced in heavy syrup, canned			
Grape jelly			
Corn, whole kernel, canned			
Laundry detergent			
Facial tissues			
Frozen peas			

1. WHICH TYPE OF BRAND (NATIONAL, STORE, OR GENERIC) WAS GENERALLY THE MOST EXPENSIVE?

2. WHY DO YOU THINK THAT TYPE WAS THE MOST EXPENSIVE?

3. DID THE STORE YOU VISITED CARRY GENERIC PRODUCTS? IF SO, HOW COULD YOU TELL THEY WERE GENERIC?

STORE SELECTION

Comparison shopping also means comparing prices between two or more different stores. Where should you shop to get the best buys? COMPARE and SEE!

DISCOUNT SUPERMARKETS --

usually limited in selection; shoppers may have to bring own bags and do bagging; may not accept checks; may carry only items with long shelf life--no meats, dairy products, or produce.[14]

COOPERATIVES --

formed by a group of consumers to buy goods at lower prices; may sell only to members or to the general public; prices generally low, but variety and customer services are limited.[45]

CONVENIENCE STORES --

located near or in residential areas; stock items that shoppers want to pick up singly and at odd hours; usually open every day and some never close; prices are generally high.[45]

SUPERMARKETS --

generally chain stores fully stocked; may have over 10,000 items including household supplies, drugs and clothing; they dominate the food retail business.[29]

SPECIALTY STORES --

usually offer only one kind of merchandise; this group includes meat or fish markets, bakeries, fruit and vegetable markets, etc.; wide selection of these items; may provide special services.[29]

NEIGHBORHOOD STORES --

owned and operated by a person or family; personal services to the shopper; usually have high prices since they are unable to buy in large quantities.[29]

Compare Stores!

You've read some advantages and disadvantages of shopping at various kinds of stores -- and there are other kinds of stores than the six discussed in this PAL.

Give an example of when it might be smart (or necessary) to shop at each of the following types of stores:

1. Discount Supermarkets

2. Cooperatives

3. Convenience Stores

4. Supermarkets

5. Specialty Stores

6. Neighborhood Stores

Can you think of other types of stores which sell food products? When would you be smart to shop in such stores?

✻FOOD STANDARDS

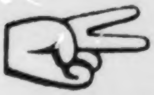
Food standards are essentially definitions of food content and quality. They give consumers some guarantee of the kind and amount of major ingredients of many basic foods. They assure food manufacturers a certain stability in the marketing of these products.[19]

Food standards are either MANDATORY (required by law) or VOLUNTARY (not required by law). Mandatory food standards are established by the Food and Drug Administration (FDA) and the U.S. Department of Agriculture (USDA).[17]

These are the three kinds of mandatory food standards set by the FDA:[19]

Standards of Identity These spell out what ingredients a food must contain if it is to use a certain name. For example, in order for a product to be called "fruit jam" it must contain 45% fruit and 55% sugar or other sweetener. "Imitation Jam" would contain less than the standard and be nutritionally inferior. Under recent regulations, foods that are nutritionally equivalent to the foods they copy do not have to be listed as imitation. They have their own name and identity--such as margarine. (Diet margarine, however, does not meet the standard for margarine and is labeled as "imitation.")

These standards require that certain foods be pasteurized or sterilized to kill harmful bacteria. They also spell out what nutrients must be added in order for a food to be called "enriched."



Standards of Quality These set minimum requirements that canned fruit and vegetables must meet. They cover such things as ripeness, tenderness, color and freedom from defects. Any food that doesn't meet the standard must say so on the label. However, a consumer will rarely, if ever, see a product that has such a label.

Standards of Fill These standards tell a food packer how full a container must be to avoid fooling the consumer. They protect the consumer from buying air or water instead of food.

Three kinds of court action may be taken by the government if manufacturers do not comply with these food standards:[19]

SEIZURE OF THE FOOD PRODUCT ITSELF

PROSECUTION OF THE FOOD PACKER OR DISTRIBUTOR WITH POSSIBLE FINES OR JAIL SENTENCES

COURT INJUNCTION TO PREVENT THE SHIPMENT OF ILLEGAL FOOD GOODS

Some state agencies can take action without court action. For example, in Florida, no court action is required for the state to "stop sale" or "embargo" and remove from sale foods violating the law.

210 50 164

Standardized Foods

WHAT SOME FOOD LABELS DON'T TELL

Chocolate and Cocoa Products

Cereal Flours and Related Products

Macaroni and Noodle Products

Bakery Products

Milk and Cream

Cheeses and Cheese Products

Frozen Desserts

Food Flavorings

Dressings for Foods—Mayonnaise
French Dressing, Salad Dressing

Canned Fruit and Canned Fruit Juices

Fruit Butters—Jellies Preserves

Shellfish

Canned Tuna

Eggs and Egg Products

Oleomargarine—Margarine

Nut Products

Vegetables and Vegetable Products

43

The food products shown above have specific standards enacted for them. These products are known as STANDARDIZED FOODS. Their food labels do not have to list any ingredients except certain specified optional ones such as preservatives and artificial flavorings and colorings.[19]

Non-standardized products must list all ingredients in the descending order of their use and must also list all additives.

What's in a name?

The United States Department of Agriculture inspects all red meats, poultry, eggs, dairy products, and fresh processed fruits and vegetables that are sold in interstate commerce (sold between two or more states).

Two examples of the USDA inspection stamps are on the right.

The USDA, in addition to the FDA, also sets mandatory standards for food, in particular for meat and poultry products. These are minimum content requirements. They set the amount of an ingredient a product must have in order to go by a certain name. For example, for a product to be called "beef stew," it must contain at least 25% beef. The manufacturer is free to follow whatever recipe desired as long as there is at least 25% beef in the final product.[17]

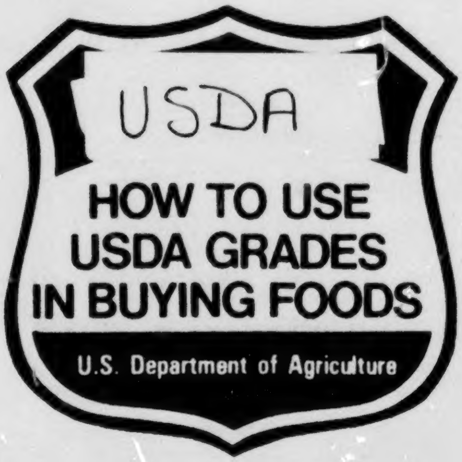
Here are some other foods and the minimum standards:

CABBAGE ROLLS WITH MEAT -- at least 12% meat
CHILI CON CARNE WITH BEANS -- at least 25% meat
HAM SALAD -- at least 35% ham (cooked basis)
MEAT RAVIOLI -- at least 10% meat in ravioli
LASAGNA WITH MEAT AND SAUCE -- at least 12% meat
MEAT AND SEAFOOD EGG ROLL -- at least 5% meat
POULTRY CROQUETTES -- at least 25% poultry meat
CREAMED POULTRY -- at least 20% poultry meat; product must contain some cream
BEANS WITH FRANKFURTERS IN SAUCE -- at least 20% franks
PIZZA SAUCE WITH SAUSAGE -- at least 6% sausage
CHOW MEIN VEGETABLES WITH MEAT -- at least 12% meat
MEAT PIES -- at least 25% meat
BURRITOS -- at least 15% meat
BREAKFAST SAUSAGE -- not more than 50% fat
BEEF WITH GRAVY -- at least 50% beef (cooked basis)
GRAVY WITH BEEF -- at least 35% beef (cooked basis)
MEATBALLS -- no more than 12% extenders (cereal, etc., including textured vegetable protein); at least 65% meat
BACON (cooked) -- weight of cooked bacon can't exceed 40% of cured smoked bacon

A. What do you think of these standards? Do you think they are too high, too low, or about right?

B. How do you think they would compare to similar foods prepared at home "from scratch"?

C. How would they compare to foods bought in a restaurant?



The food standards described on the last few pages were all mandatory ones (that is, required by law).

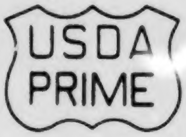
But in addition to the mandatory standards set by both the FDA and the USDA, the USDA also sets FOOD GRADES, which are VOLUNTARY (not required by law).

Food grades are measures of a product's quality -- its appearance, size, color, etc. They have nothing to do with its safety. If a food has been graded by a government official, it may carry the official grade mark, shaped like a shield. Although inspection of foods is mandatory and is done to ensure wholesomeness and proper labeling, grading is voluntary.[9]

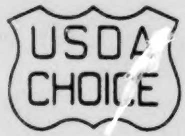
You won't find the USDA grade mark on all foods. It is used only when the manufacturer pays for this service. The foods most likely to be graded are beef, lamb, chicken, turkey, butter, and eggs, but there are grades available for fruits and vegetables. Grades range from best quality to poor quality. Below are examples of grades you would most likely find in supermarkets.

EXAMPLES OF GRADE STAMPS

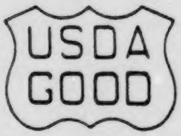
RED MEAT



HIGHEST QUALITY

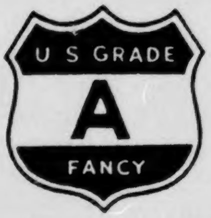


SECOND HIGHEST QUALITY



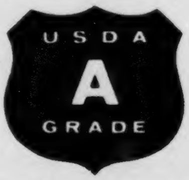
THIRD HIGHEST QUALITY

FRUITS AND VEGETABLES



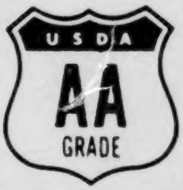
HIGHEST QUALITY

POULTRY

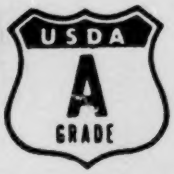


HIGHEST QUALITY

EGGS



HIGHEST QUALITY



SECOND HIGHEST QUALITY

Food grades do not show food value. A steak graded prime will not have any more nutrients in it than one graded choice or good. It may, however, be more tender. It will probably be more expensive because of "supply and demand."

There's a big difference between FOOD STANDARDS and FOOD GRADES, and the difference is important. Food Standards are set by both the FDA and the USDA and must be followed by law. Food Grades are made by the USDA and are voluntary.

"WHAT'S YOUR LABEL IQ?"

ANSWER THE FOLLOWING QUESTIONS:

1.

BEEF STEW A
Beef broth, beef, dehydrated potatoes,
water, cooked beef, dehydrated carrots,
starch, salt, cereal, flavoring, celery,
caramel coloring.
Net Wt. 24 oz. (672 g.)

BEEF STEW B
Beef broth, potatoes, beef, carrots,
cooked beef, modified food starch,
corn flour, beef fat, salt, tomato
paste, sugar, caramel coloring, flavoring.
Net Wt. 24 oz. (672 g.)

Which beef stew is likely to have more meat? Why?

Do you know the least amount of beef there must be in either brand? How do you know?

2.

SEEDLESS BLACKBERRY PRESERVES

Nt. Wt. 12 oz. (336 g.)

Is this a standardized product? How can you tell?

3.

GRAPE DRINK

Water, sugar, grape juice concentrate,
Concord grape juice, citric acid, fumaric
acid, natural flavoring, U.S. Certified
Artificial color, Vitamin C.
46 fl. oz. (1.38 liter)

GRAPE JUICE

46 fl. oz. (1.38 liter)

Are both products shown 100 percent pure grape juice? Why do you say that?

4. A carton of milk is stamped with yesterday's date. Should you pour it down the drain to prevent anyone in your family from drinking spoiled milk? Why or why not?

5. You notice a package of frozen vegetables which does not give the number of servings on the label. Is that a labeling violation? Why or why not?

6. A supermarket advertises a sale of frozen foods, including swiss steak entrees. When you shop, you discover that two brands are on sale for the same price. Brand A is labeled "Swiss Steak with Gravy." Brand B is "Gravy and Swiss Steak." If both brands are the same size, which one would give you the most meat for your money? How do you know that?

Distinguishing Fact, Opinion, and Definitional Statements

In any consumer issue discussions, three kinds of questions pop up in the conversation. There are questions of DEFINITION, asking the meaning of a concept or word. There are questions of FACT, asking for more information, if something is true, or if something will happen. And there are questions of VALUE, asking if something is good or bad, or if we ought or ought not do something.

Read the following questions, and put a V for questions of value, an F for questions of fact, and a D for questions of definition. The first three are provided as examples.

D 1. "Just what is a side of beef?"

F 2. "What is the cost per serving of that can of peas at 46¢?"

V 3. "Is 46¢ a can for those peas a fair price?"

_____ 4. "My brother said that freezer sales are not good buys. Is that true?"

_____ 5. "If you buy a side of beef at 99¢ a pound and it weighs 320 pounds, how much will you pay out?"

_____ 6. "Is the forequarter usually cheaper than the hindquarter?"

_____ 7. "What is the best buy in meats today?"

_____ 8. "When is the best time -- the "in season" time -- to purchase cucumbers in Ohio?"

_____ 9. "Is the store brand the special marking that they put on top of the can?"

_____10. "Open dating is sensational. Have you ever tried it?"

_____11. "What must be included on nutrition labels?"

_____12. "Should identity standards be adopted for all processed foods?"

_____13. "What are food grades?"

In responding to such questions in a discussion, you would respond with a statement of meaning (to a question of definition); with a statement of fact offering information (to a question of fact); and with justifications or reasons (to a question of value). Practice your responses by responding to the above consumer questions. Practice with your classmates.

Review Time

Super Shoppers:

3 USE COMPARISON SHOPPING.

FILL IN THE BLANKS WITH A WORD OR WORDS WHICH WILL CORRECTLY COMPLETE EACH SENTENCE.

1. Whether you're buying bread, detergent, or canned goods, to get the most quantity for your money, you need to compare the ______________.

2. Which brand would give you the most corn for your money? __________

UNIT PRICE 33.9¢ Per lb.	You Pay 35¢ "X" CRM Style Gold Corn 16.5 oz. 01734 -24	UNIT PRICE 34.9¢ Per lb.	You Pay 37¢ "Y" CRM Style Gold Corn 17 oz. 02385 -357

3. The series of ______________________________ appearing on many products is an identification code to be translated by a computer at check-out.

4. Products not nationally advertised and sold under names unique to supermarket chains are known as ____________________. They are usually ________________ in cost than name brands.

5. Ice cream does not have to have its ingredients printed on the labels. It is an example of _________________________ foods.

6. One disadvantage of shopping in convenience stores is ____.

7. One advantage of shopping in supermarkets is ____.

8. If a food product does not meet the standard of identity for that product, it must be labeled as __________________________.

9. If the quality of a food is not important to you (for example, you want apples to make applesauce), you can save money by looking for lower ____________________ apples.

10. Eggs graded "AA" are __________________ quality than eggs graded "A".

A. A recent study conducted by college students found that less than one-third of the people tested could actually identify their stated "favorite" brand of commonly used products from several set before them. Products tested included margarine, cola, peanut butter, and toilet paper. The students concluded that brand preferences may be acquired from "the cumulative pressures of advertising conditioning ... undergone since childhood."[11] What do you think about this? Why do you prefer one brand over another? Could you pick out your "favorite" brand of cola in a testing situation if you weren't told the brands?

B. Listing ingredients on a food package in descending order of amount used gives the consumer only a rough estimate of the amounts used. For example, two boxes of corn flakes, plain and sugar-coated, both list sugar as the second ingredient. However, the cornflakes contain 7% sugar by weight and the presweetened version contains 30% sugar by weight.[44] Some consumer groups have advocated percentage listing of ingredients (by weight) in order for shoppers to know the quantity of each ingredient present. How do you feel about this issue?

C. Would you like to see nutrition labeling used for unprocessed foods -- such as fresh produce? This could possibly be done by the use of in-store charts and pamphlets. Nutrition information could also be printed on protective overwraps and bags. Do you feel such information would be helpful? Would you use it?

D. Conduct a public opinion poll to determine if consumers read food labels and what information they find most useful. Also, ask what information, if any, they would like to see added to food labels.

E. The FDA is presently considering some changes in food regulations. In late 1978, they held hearings in several cities across the United States. Consumers were invited to present their views on food labeling, open dating, and food standards.[38] Choose one of the above issues. Prepare a one-minute statement giving your feelings about any regulation that should be made or changed. Present your statement in class. Be ready to defend your statement.

Super Shoppers:

4 *CONTRAST JUNK AND CONVENIENCE FOODS.*

passwords ...

Super Shoppers:

4 CONTRAST JUNK AND CONVENIENCE FOODS.

ADDITIVES	*Substances added to foods during processing for specific purposes - such as preserving the food, enhancing the flavor, changing the appearance, or adding nutritional value*
CONVENIENCE FOODS	*"Heat and eat" items; foods which are ready to eat as purchased or can be quickly and easily prepared; require fewer extra utensils in preparing or serving, making less clean-up*
JUNK FOODS	*Items to eat or drink which have relatively little nutritional value*
PACKAGING	*The way a food is wrapped or containerized for storage and sale*

Ready to Move On ?

Do You Know the Passwords ?

Many Americans have poor eating habits.

We are a nation grown fat as a result of eating more calories than we expend. Many of these calories are contained in JUNK FOODS. These are foods which are pleasing to our taste buds, but are almost worthless nutritionally.

One might think that only the poor eat poorly. They often can't afford to buy foods that meet their nutritional needs. But many of us -- regardless of income (high or low) -- consume foods with "empty" calories. "Junk foods" are high in calories, but they have relatively little nutritional value.

Our consumption of junk foods is going up dramatically. Since the end of World War II, consumption of pastries (pies, cookies, and desserts) has gone up about 70 percent. Consumption of "munchie" snack foods like potato chips has increased 85 percent. Consumption of soft drinks has shot up 220 percent![42]

Our waistlines are affected by such eating. Plus, some studies now suggest that poor diets may be a contributing factor to a variety of diseases. These include tooth decay, heart disease, cancer, diabetes, diverticulitis, etc.[25, 35, 44, 56, 61, 69]

Junk foods also take a chunk of our food dollar. The Super Shopper may be wiser to avoid buying junk foods. Instead, choose more wholesome, nutritious food.

Check-out "JUNK" Foods!

Let's consider JUNK FOODS. Many of us purchase such items, but we don't all call them that. Each person may have a different meaning for the term JUNK FOOD.

Define JUNK FOODS, in your own words:

WHAT do we want when we buy JUNK FOODS? What do we want them to do for us? WHAT are our motives in using them?

WHAT criteria seem reasonable when selecting JUNK FOODS to buy? (examples: cost, driving distance)

STUDY junk food advertisements on TV and in magazines. WHAT do they tell us is a good reason for buying JUNK FOODS?

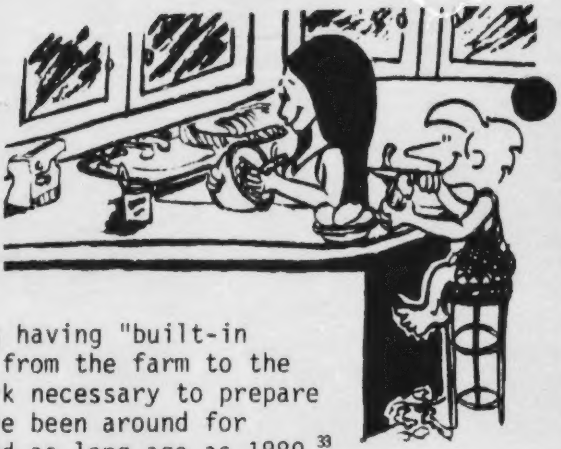
List those food items YOU consider to be junk foods. Does each one fit your definition of junk food?

Consider for a moment the modern supermarket. There are over 10,000 items for you to choose from when you go shopping.[4] Why the average store offers the simple potato in at least 14 different forms!

This explosion of food items stemmed from a simple discovery made by the food industry: **PEOPLE WOULD BUY PREPARED (CONVENIENCE) FOODS IN ORDER TO SAVE BOTH TIME AND TROUBLE.**

Let's look at convenience foods more closely.

Prepared Foods: convenience ...



Convenience foods have been described as having "built-in maid service." Somewhere along the way -- from the farm to the table -- someone has done a part of the work necessary to prepare the food for eating. Convenience foods have been around for years. The first pancake mix was developed as long ago as 1889.[33] Soups, canned fruits and vegetables, ready-baked bread and cookies, and crackers are long-familiar favorites.

However, new types of convenience foods have been developed during the last thirty years -- since World War II. These convenience foods:

- ARE READY TO EAT AS PURCHASED, OR ARE QUICKLY AND EASILY PREPARED
- REQUIRE FEW UTENSILS IN PREPARING OR SERVING, MAKING LESS CLEAN-UP.[33]

Convenience foods, then, usually save time. Studies have found that convenience meals can be prepared in one-fourth of the time required to prepare meals from basic ingredients.[10]

Of course, you usually pay more for these time-saving foods. You are paying for someone else's work in the preparation, pre-cooking, and packaging. You pay to have sugar added to your cereal. You pay to have your cold cuts already sliced. You pay more for cheese already grated. Hamburger patties already shaped cost more. You pay to have butter sauces added to your vegetables. The list could go on and on. You, the consumer, have to decide if the extra expense is worth the time saved.

Here are some points to consider when purchasing convenience foods:[10]

- SERVICE: Will it do the work you'd rather not do?
- QUALITY: Will it taste good?
- NUTRITIVE VALUE: Does it have as much food value as the home-prepared product?
- TIME: Will this product save me time?
- STORAGE: Does it require special storage facilities?
- COST: Does it cost more or less per serving than the home-prepared product?

Each week the average shopper fills the shopping cart with several convenience items. Imagine the savings if shoppers limited their purchases of these items.

. . . or "con"?

We are used to some convenience items. It would be a great inconvenience to strike canned and frozen fruits and vegetables from the shopping list. No one is suggesting eliminating all convenience items. But the Super Shopper will determine if the convenience food is a good buy or not.

Convenience items make cooking easier. Exotic meals that would be difficult and time-consuming to prepare are made possible and become a source of satisfaction.[45]

In some cases it may be cheaper to buy a ready-made meal if you don't already have the separate ingredients. In addition, some convenience items are cheaper than preparing similar foods from "scratch." Examples are biscuit, cake, and pancake mixes; instant coffee; frozen orange juice; canned spaghetti; and sometimes canned fruits and vegetables.[10]

Convenience foods are packaged to have a long shelf-life. They are less likely to be damaged in shipping. Some convenience foods come in containers that can be used for both cooking and serving.

Cutting down on life's conveniences can be very upsetting. Convenience foods allow time for doing other activities rather than spending a long time in the kitchen.[45]

Convenience foods contain many additives. Safety questions have been raised about several of the additives presently in use.[22,42,57,66]

Convenience does not come without cost. Money spent on many convenience items cannot go for other purchases or pleasures.[45]

In a recent United States Department of Agriculture study, only 36 percent of the convenience foods analyzed cost less than their homemade counterparts. That means that 64 percent of the convenience foods checked cost more![10]

Convenience foods often require or use additional packaging in order to extend their shelf-life. This packaging adds to our trash and presents pollution problems. It also wastes valuable resources.[8]

The cooked convenience products may not be as "good" in flavor or appearance as the homemade dishes.[45] In addition, many prepared and processed foods do not have the nutritional value of freshly prepared foods.[71]

Open and Closed Cases

When controversy is involved, we know that there are at least two sides and maybe more........Should welfare payments to the poor be increased? Should taxes be lowered in your community? Should we open a Federal consumer protection agency? Should we give nuclear weapons to Biafra? There are many controversial questions -- serious ones -- with many sides to the arguments.

When we study those serious controversial questions, we sometimes have a lot of evidence and our values are clear. Thus, we can make a judgment and feel confident that it is right and responsible. That is a CLOSED CASE. On the other hand, there are many times when the evidence is not clear or when research findings conflict! We cannot safely and confidently draw a conclusion and feel comfortable. That is an OPEN CASE. We await more evidence and spend more time reflecting.........

Let's consider CONVENIENCE ITEMS (select one "convenience" item of your choice):

What are the arguments PRO and CON on consuming it?

Is the case OPEN or CLOSED on consuming this item? WHY? (Give your reasons.)

Should everyone agree with your conclusion? Why? Why not?

Review Time

Super Shoppers:

4 CONTRAST JUNK AND CONVENIENCE FOODS.

BEFORE EACH TRUE STATEMENT, WRITE THE LETTER "T"; BEFORE EACH FALSE STATEMENT, WRITE THE LETTER "F."

_____ 1. When you buy convenience foods, you are paying for someone else to do the work of preparation, pre-cooking, and packaging.

_____ 2. Junk foods include carrots, hamburger meat, and grapefruit.

_____ 3. Canned and frozen vegetables could really be considered convenience foods.

_____ 4. It probably costs more to prepare a complete meal by buying only convenience items rather than the separate ingredients.

_____ 5. One way to cut down on the amount of additives you eat is to eat more convenience foods.

_____ 6. Convenience foods make the problem of pollution even worse.

_____ 7. Convenience foods often do not spoil as quickly as non-convenience foods.

_____ 8. Generally, Americans eat more foods of questionable nutritional value today than we did thirty years ago.

_____ 9. All convenience foods cost more than making them from scratch.

_____ 10. Americans were not able to buy convenience foods until after World War II.

A. Visit a supermarket and write down all the different products you can find with potatoes as a main ingredient. (Look for canned goods, frozen foods, soups, fresh produce, snacks, instant mashed potatoes, dinner mixes, etc.) Determine the unit price per pound of each product. Either calculate the unit price or get it from the store's posted unit prices. Make a bar graph of the results. Does the graph give you any clues as to the "price of convenience"?

B. Write down all the convenience foods your family has used in the past week. Analyze the list. What does it tell you about your eating habits? What does it indicate about your life style? Do you think you could have eaten more economically? If so, how?

C. List all the snacks you have eaten in the past week. Are any of them "junk foods"? If so, what foods could you have substituted for them that would have been more nutritious? Would the more nutritious foods cost you more money? What do you think?

D. Choose a convenience food that you could readily compare to its home-prepared counterpart. (Examples could be frozen lasagna or vegetables in a sauce, ready-baked bread or cake, canned vegetables or fruits, etc.) Determine the cost of the home-prepared version and compare it to the cost of the convenience product. What is the difference? Which is cheaper? How about the time difference? Which took longer to prepare? How much longer? Look at the appearance and flavor. Which product is more appealing? For this particular food, which is the better buy for YOU -- the convenience or the home-prepared version?

Super Shoppers:

5 ARE WISE TO MARKETING TECHNIQUES.

22882

passwords . . .

Super Shoppers:

5 ARE WISE TO MARKETING TECHNIQUES.

COUPON	A printed offer of money off the price of a certain item; may be expressed as "buy one, get one free" or "buy one, get one at a reduced price"
FRAUD CLAUSE	A warning to the grocer printed on coupons; the grocer must accept the coupon according to the manufacturer's instructions or face charges of fraud
FREE	Refers to items offered by stores at no expense to the consumer; "free" items must be absolutely free. Clearly defined by the Federal Trade Commission, this applies to a variety of situations, such as "buy one, get one free," two-for-one sales, etc.
MARKETING TECHNIQUES	Techniques used by manufacturers and stores to entice the consumer to buy their products
TRADING STAMPS	Stamps given by a store for purchases; may later be exchanged for "free gifts"

Ready to Move On ?

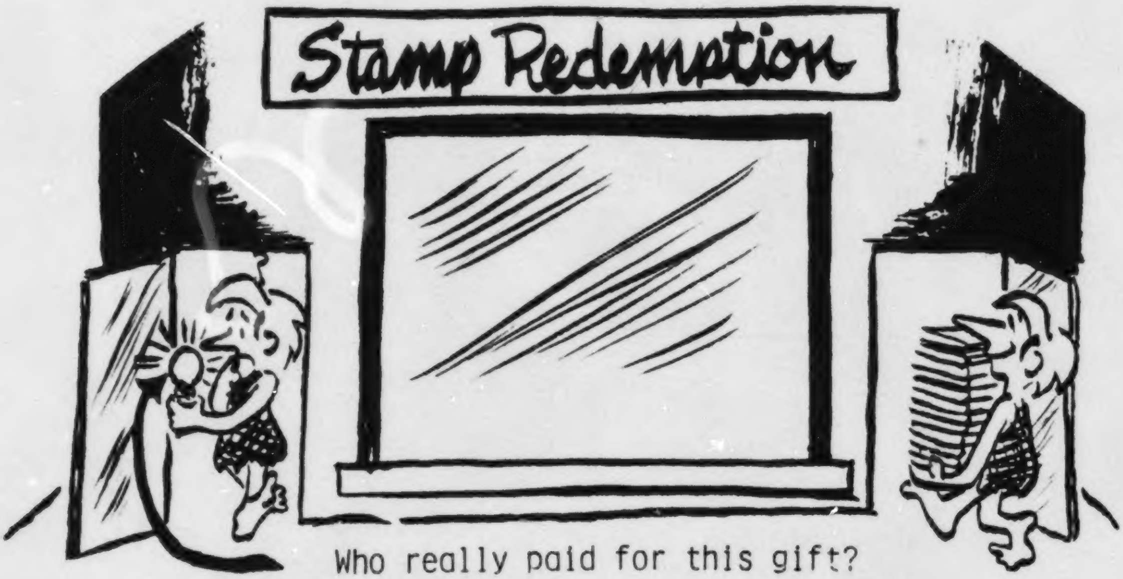
Do You Know the Passwords ?

76 /83

Promotions

Supermarkets generally have a low-profit margin. Competition among stores is quite strong because they need a large sales volume to stay in business. Supermarkets use various means to bring consumers into their stores. We have all witnessed the appearance -- and then the disappearance a few weeks after -- of promotions. Promotions used include specials, games, special offerings of merchandise such as dishes, glassware, silverware, or kitchen cookware or utensils, books such as cookbooks and encyclopedias, and trading stamps.[45]

Let's examine one of these promotions -- trading stamps -- more closely. Some supermarkets offer trading stamps to their customers which can later be traded in at "redemption centers" for gifts. Usually, you have to spend about $120 to get enough stamps to fill up a book, and the book is worth about $3 towards a gift. You can save the books and redeem several at once for more expensive gifts.[70] You do, though, have to pay sales tax on the value of the gift.



Who really paid for this gift?

- THE STORE? Yes, if their prices are not higher than prices in similar supermarkets that do not give trading stamps.[4] This may occur if giving trading stamps attracts enough additional customers to make up the cost of the stamps.[70]
- YOU? Yes, if the store giving the stamps has slightly higher prices on most or all of its products to cover the cost of the stamps.[4]

IT IS FAIRLY EASY TO CHECK OUT WHO IS REALLY PAYING FOR THE GIFT. SIMPLY MAKE A LIST OF A DOZEN OR SO ITEMS YOU BUY REGULARLY AND COMPARE THE COST OF THESE ITEMS AT A STORE THAT OFFERS TRADING STAMPS AND AT A SIMILAR ONE THAT DOES NOT.

PSYCHOLOGY IN THE SUPERMARKET

Supermarkets know how to sell! Once you're in the store, there are many techniques at work to get you to buy. You may not even be aware of many of these sales appeals, but they certainly do work!

All too often it is these techniques which cause you to buy items that you had not even considered before entering the store. Understanding some of the appeals used will help you to cut down on the number of impulse items you buy -- items that are deadly to the well-managed budget.

Mass Display Big baskets at the end of an aisle spill over with dozens of the same item, supposedly "specials." Often these turn out to be regularly priced items thrown into a basket. Sometimes they are cheaper. But something about mass displays makes people think they are getting a bargain, even if they're not.

Item Placement New products and impulse items are often put at eye level on a shelf, at the end of a counter, or on a special island where you have to do acrobatics to avoid them. Staples -- such as sugar and flour -- are placed on lower shelves where you have to reach for them.

Store Layout There are many reasons for store layouts. The "power" items (meat, produce, and dairy products) are usually around the perimeter of the store. Other groceries and frozen foods are often somewhere in the center. This arrangement is convenient for the store (refrigeration, work areas, etc.). However, it also exposes consumers to the entire store.

Tie-in Sales Also called "hitchhiking," this is another placement technique. Some examples of this are placing salad dressing next to fresh lettuce and tomatoes, or placing chips with the dips and next to the soft drinks. Buying one item often leads to buying the companion item.

Aroma This is a real "shopper stopper." Freshly brewed coffee and freshly baked cakes and pies, etc., are hard to resist buying, especially if free samples are involved. Bite-size tidbits of new products offer opportunities to sample new products. You might buy more unplanned items.

Bright Signs Colorful signs and banners call your attention to certain items and may suggest a "special" price, which may or may not be the case. It pays to know prices well enough so you can be sure a "special" is really a good buy.

THESE ARE BUT A FEW OF THE MANY APPEALS USED IN A SUPERMARKET![46]

CAN YOU THINK OF OTHERS?

40/185

Interviewing

We talk about merchandising techniques which stores use to help sell their merchandise. But what are they? Why are they used?

The most interesting way to find out about these techniques is to talk to people who employ them. Send a team or two from your class to interview store employees and managers. Take along tape recorders to assist in reporting back to class.

If you haven't done interviewing before, follow the guidelines below and practice them before going out to the stores!

* * *

IN-TER-VIEW: n. A meeting at which information is obtained from a person.

A person going forth to interview another person has to do so with skill. The interviewer has to be competent, if she/he is to be successful. The interviewer needs to keep in mind the purpose for doing the interview and what information he/she wishes to obtain.

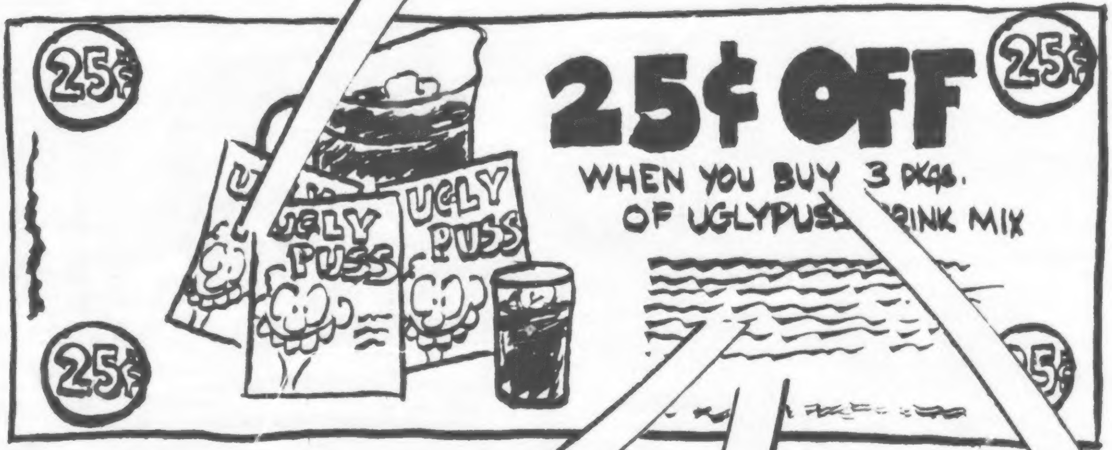
Here are some tips on conducting a good interview:

1. Most important -- RELAX! This is just another person -- like you.
2. This is, though, an important person. Make him or her feel very important. Treat that person with respect and do not interrupt. Let the person talk.
3. Keep good eye contact. Remember that you are also an important person. You have important ideas, or you wouldn't be there.
4. Sit on the edge of your chair. If you hear something you agree with, nod enthusiastically, squeezing in a "I certainly agree," or "absolutely," etc.
5. If something is said that puzzles you, look puzzled! You don't understand, and this is the only person in the whole world that can explain it to you at the moment.
6. Be prepared for some small talk. However, also be prepared to steer the conversation back to the topic at hand.
7. Don't overstay your welcome, but don't leave until you get all the information you need, either.
8. Take as many notes as possible. Add to them immediately upon leaving the interview.
9. Report to the class.

CENTS OFF . . . Good $ense?

COUPONS CAN REPRESENT REAL VALUE!
Super Shoppers use cents-off coupons IF they're for items they have wisely planned to buy. Make sure you read the fine print. Sometimes they do have restrictions.

Would you normally buy this item? Coupons may be offered for new items, junk foods, or slow-moving products.



Can you use as many of these coupons as you please? If I take a whole bunch of these I get the item for nothing, right? Wrong! Look again, 1 per customer.

Is this coupon good forever? Many coupons are not. An expiration date may be printed on the coupon. Read that coupon carefully!

Are you really saving money? Sure it says 25¢ off when you buy 3 packages, but another brand might be cheaper -- even without the coupon!

Frequently, advertisers offer "bargains" in the form of additional merchandise given a consumer when he purchases a particular item or a reduced price for the article. There are several ways to do this, but they all have the same purpose and effect -- TO SELL! You will frequently see terms such as "Free," "Buy One - Get One Free," "2-for-1 Sale," "Half Price Sale," "1¢ Sale," "50% Off," "Introductory Offer," "20¢ Off," etc.

Of course, seldom is anything absolutely FREE. The Food and Drug Administration (FDA) and the Federal Trade Commission (FTC) have some clear rules about such offers on labels or in advertising. According to these rules:

- IF OFFERED AS "FREE," THE ITEM MUST REALLY BE FREE. THE STORE CANNOT JACK UP THE PRICE OF THE FIRST ITEM TO COVER THE COST OF GIVING ONE AWAY.

- ALL TERMS AND CONDITIONS FOR SUCH "BARGAINS" MUST BE CLEARLY STATED.

- TO QUALIFY FOR "CENTS-OFF" LABELS, ITEMS MUST HAVE BEEN RECENTLY OR REGULARLY SELLING AT A CUSTOMARY PRICE. THE CENTS-OFF OFFER MUST SHOW THE REGULAR PRICE, THE AMOUNT OF CENTS OFF, AND THE NET PRICE.

- ANY SINGLE SIZE ITEM MAY NOT BE SOLD WITH "CENTS-OFF" LABELING FOR MORE THAN SIX MONTHS IN ANY TWELVE-MONTH PERIOD.

- PACKAGES LABELED "ECONOMY SIZE" MUST BE PRICED AT LEAST FIVE PERCENT LESS THAN THE NEXT HIGHEST PRICE PER UNIT OFFERED BY THE SPONSOR.

- TO QUALIFY AS AN "INTRODUCTORY OFFER," THE ITEM MUST BE A NEW PRODUCT, SUBSTANTIALLY CHANGED, OR INTRODUCED IN THAT AREA FOR THE FIRST TIME. THE TIME LIMIT ON INTRODUCTORY OFFERS IS SIX MONTHS.

- LABELS CANNOT HAVE MISLEADING TERMS, SUCH AS "GIANT QUART" OR "JUMBO POUND." A JUMBO POUND CONTAINS 16 OUNCES -- JUST LIKE ANY OTHER POUND.[16,23,58]

Review Time

Super Shoppers:

5 ARE WISE TO MARKETING TECHNIQUES.

CIRCLE THE NUMBER OF ALL THE TRUE STATEMENTS GIVEN BELOW. THEN MAKE CHANGES IN ALL THE FALSE STATEMENTS TO MAKE THEM TRUE.

1. Shopping at stores offering trading stamps is always wise since you can get free gifts.
2. "Hitchhiking" is a food placement technique used by supermarkets.
3. You usually need to spend about $30.00 to receive enough trading stamps to fill a book.
4. Aroma is an effective technique used by supermarkets to entice you to buy a product.
5. Staples -- such as flour and sugar -- are usually placed on shelves at eye level so you won't miss them.
6. Facial tissue may be sold for 12 months with a 7¢ off label. Then the label must be changed.
7. Stores are not allowed to raise the price of an item so that they can then say BUY 1 AND GET 1 FREE!
8. Introductory offers may be used to promote a new product for nine months.
9. Cents-off coupons may help you get a good buy.
10. If a coupon reads "Offer expires September 30, 1980," it means that you can start using the coupon after this date.

Cents-off coupons usually contain a fraud clause: "Good only upon presentation to grocer on purchase of YUMMIES. Any other use constitutes fraud." What exactly does that mean? Why would that be printed on the coupon?

Super Shoppers:
6
STORE FOOD CAREFULLY.
From Our Meat Department
Ham Patties
Smoked Daisies
Breakfast Strips
Sliced Bologna
DELI
ECONOMY SPECIALS!
No. 1 $21.95
No. 2 $26.95
SOUL FOOD
PIG FEET lb 69¢
PIG TAIL lb 69¢
POTATOES . . 10 LB. BAG 88¢
5 LB. BAG 78¢
LB. PKG. 24¢
28¢
HOUSEWARES
Freezer Tape
Useful In Wrapping Freezer Foods
USE IN CHEESECAKE
Cream Cheese 99¢
PRODUCE
Sweet Potatoes
Grapefruit
Jonathan Apples
Grapefruit Juice
Tasty Tomatoes
Cucumbers
Bell Peppers
Green Onions
GRAPE JUICE 79¢
SAVE 40¢
PORK ROAST $1.39
ROASTING CHICKENS 69¢
PRODUCE
5 FOR ONLY 99
Shoulder Roast or Rib Roast
HALF and HALF CREAM Pint 59¢
COTTAGE CHEESE 85¢ 16 oz.
ALL PURPOSE WHIPPING CREAM Pint 95¢
Rib Steaks
lb. $1.89
lb. $1.79
lb $1.29
U.S. NO. 1 GENUINE BAKING POTATOES 10 LB. BAG
Cello Carrots
Tangerines 5
Sweet Potatoes 15 99¢
Cantaloupe Melon 4
FROZEN
Cherry Pie 79¢
Corn On The Cob
U.S.D.A. Choice Government-Inspected Heavy Western Beef.
U.S.D.A. Choice Beef Loin Sirloin Steak per lb $2.59
U.S.D.A. Choice Beef Round Round Steak per lb $2.49
U.S.D.A. Choice Beef Cubed Steak per lb $2.79
~~200~~
190

passwords ...

Super Shoppers:

6 STORE FOOD CAREFULLY.

PERISHABLE FOODS	*Foods that must be held under refrigerated or freezing conditions if they are to keep for longer than short periods*
RANCID	*Spoiled; having a bad taste or smell*
SHELF-STABLE FOODS	*Foods that should not spoil when kept at room temperatures*
STALE	*Tasteless or unpalatable from age*

Ready to Move On ?

Do You Know the Passwords ?

Storing Chart

PRODUCT	*STORAGE PERIOD (To maintain its quality)* Refrigerator 35 to 40 F. DAYS	Freezer 0° F. MONTHS
FRESH MEATS		
Roasts (Beef and Lamb)	3 to 5	8 to 12
Roasts (Pork and Veal)	3 to 5	4 to 8
Steaks (Beef)	3 to 5	8 to 12
Chops (Lamb and Pork)	3 to 5	3 to 4
Ground and Stew Meats	1 to 2	2 to 3
Variety Meats	1 to 2	3 to 4
Sausage (Pork)	1 to 2	1 to 2
PROCESSED MEATS		
Bacon	7	1
Frankfurters	7	½
Ham (Whole)	7	1 to 2
Ham (Half)	3 to 5	1 to 2
Ham (Slices)	3	1 to 2
Luncheon Meats	3 to 5	Freezing not recommended
Sausage (Smoked)	7	
Sausage (Dry and Semi-Dry)	14 to 21	
COOKED MEATS		
Cooked Meats and Meat Dishes	1 to 2	2 to 3
Gravy and Meat Broth	1 to 2	2 to 3
FRESH POULTRY		
Chicken and Turkey	1 to 2	12
Duck and Goose	1 to 2	6
Giblets	1 to 2	3
COOKED POULTRY		
Pieces (Covered with Broth)	1 to 2	6
Pieces (Not Covered)	1 to 2	1
Cooked Poultry Dishes	1 to 2	6
Fried Chicken	1 to 2	4

[34]

Super Shoppers:

- ✱ EXPECT AND INSIST ON FRESHNESS for those products where freshness is particularly important. Where open dating is used, check to see if the dates are valid. That is, be sure products that haven't reached the date on the label are really fresh. If not, complain to the store manager. Expect him to take action to solve the problem.

- ✱ BUY ONLY WHAT YOU NEED for a reasonable time. Money spent for food that spoils or becomes stale before you can eat it is simply money thrown away.

- ✱ CHECK THE LABEL for special instructions on holding and storing the food.

- ✱ LEARN THE BASIC FACTS about proper storage of food, including dried products.

- ✱ USE PERISHABLE PRODUCTS--such as fresh produce and meat--within one or two days. Keep longer only when you know that the product stores well. Freeze poultry, fish, and fresh meats unless you are going to use them immediately.

- ✱ ROTATE FROZEN AND CANNED FOODS so that older packages or cans are used before more recent purchases.[41]

HERE ARE RECOMMENDED MAXIMUM STORAGE TIMES FOR SOME SHELF-STABLE FOODS BEFORE THEY ARE OPENED. AFTER OPENING, THE STORAGE TIMES ARE REDUCED CONSIDERABLY. SOME MAY EVEN NEED TO BE REFRIGERATED.

Bread Crumbs, dried: 6 months
Canned Foods: 1 year
Cereals: 6-12 months
Coffee/Tea: 1-2 years
Condiments/Extracts: 1-2 years
Crackers: 8 months
Dessert Mixes: 9-12 months
Dried Fruits: 6 months
Dried Vegetables: 1 year
Flour: 6-8 months
Honey/Jellies/Jams: 1 year
Pasta/Rice: 2 years
Peanut Butter: 6-9 months
Salad Dressings: 10-12 months
Salad Oils: 6 months
Shortenings, Solid: 8 months
Spices and Herbs: 6 months
(1-2 years if whole)
Sugar: 2 years
Syrups: 1 year
Vegetables (Onions/Potatoes): 2 weeks
Vinegar: 2 years [5,59]

Review Time

Super Shappers:

6 STORE FOOD CAREFULLY.

REACT TO THE FOLLOWING SITUATIONS:

1. Mary opened a jar of peanut butter that had been sitting on the cupboard shelf for a couple of years. She immediately noticed a strong rancid odor. What should she do?

2. Jack is planning to grill some steaks for a party scheduled for three days from today. Can he safely buy the steaks today and refrigerate them until the party?

3. Bob's parents asked him to help put away their weekly purchases of canned and frozen foods. Is there any special way he should do this?

A. Supermarket etiquette was one area not covered in this PAL, but there are many "DO's and DON'T's" for the SUPER SHOPPER to remember. List 10 things SUPER SHOPPERS should do to be courteous to store employees and fellow shoppers.

B. You have studied many shopping hints in this PAL. List twenty of the most important points for the SUPER SHOPPER to remember. Compare your list to others in your class. Perhaps your class would like to publish a "Consumer Tips" pamphlet to distribute to other students, parents, or the community.

PERSONAL COMMITMENT

I, ______________________________, am concerned about food shopping issues and problems. I have participated in the group's discussions of the problems and the goals which we feel should be pursued in order to ensure quality food shopping and nutrition.

My basic concern with food shopping problems for the future is:

____

____

____

____

The goals which I believe are important are : ______________

____

____

____

____

At this time, I believe I can help achieve these goals by taking the following actions:

1. ____
2. ____
3. ____

Dated ______________________ Signed ______________________

SELF - EVALUATION

1. As you reflect upon your experiences in this PAL, what would you say was the most important thing you learned about food shopping?

2. In your judgment, what are the major RESPONSIBILITIES of each of the following for sound food shopping:
   a) The individual SHOPPER?
   b) The PROCESSOR of foods?
   c) The SELLER of foods (markets and fast food stores)?
   d) The GOVERNMENT (local, State, and Federal)?

3. What are some other consumer education topics about which YOU feel you need to know more?

Thanks for your honesty!

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